

WESTERN EDITION
JULY • 1955

The American Fruit Grower



MR. GROWER

BE SURE YOUR INSECT CONTROL INCLUDES
MALATHION. REMEMBER MALATHION IS ONLY
INSECTICIDE WHICH GIVES YOU HIGH TOXICITY
TO INSECTS TOGETHER WITH LOW TOXICITY TO
MAN AND ANIMAL, PLUS QUICKLY DISAPPEARING
RESIDUES AND COMPATIBILITY WITH MOST
COMMONLY USED INSECTICIDES AND FUNGICIDES.

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AGRICULTURAL CHEMICALS DIVISION

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P.S. MALATHION KILLS FLIES, TOO!

American Fruit Grower

REG. U.S. PAT. OFF.

The Only National Fruit Publication

Vol. 75 JULY, 1955 No. 7

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fruit grower with a green thumb!

He's Richard Lawsen, Highland, California. With his father and brother, Ray, he has a successful citrus business. They credit much of their success to their CAT* Diesel orchard Tractor. Here's what Ray says: "This D2 never stops. It goes right along without any trouble. We use it hard, with plenty of turning. We had another make that couldn't begin to compare with this D2."

Why do so many successful fruit growers own Caterpillar orchard Tractors? Ray Lawsen has pointed to a few good reasons, and there are many more:

BIGGER YIELDS OF BETTER FRUIT... because fruit growers get their sprays and cultivation done in time, weather-or-no.

LOWER FUEL AND MAINTENANCE COSTS... Cat Diesel Tractors often save hundreds of dollars in fuel bills each year in comparison to gasoline wheel-type tractors.

MORE EFFICIENT USE OF LABOR... one man can do the work of several when he's in the seat of a Caterpillar Diesel Tractor.

It all adds up to this: husky, yellow crawlers have earned the reputation for production, economy and efficiency. Call your Caterpillar Dealer and you, too, can soon be on the road to more profitable fruit growing.

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EARN AND SAVE MORE WITH CAT ORCHARD TRACTORS

Look under the hood!

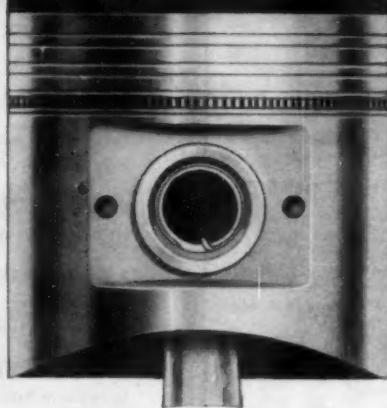
The piston
travels
this far
in a
typical
long stroke
engine



This much
piston travel
is saved

NEW
SHORT STROKE
ENGINE

...when the
piston travels
only this far
...as in a
modern Ford
Short Stroke
engine



Something NEW is happening to truck engines! It's called modern Short Stroke design! It increases piston ring life up to 53%! It cuts engine friction as much as 33%! It saves up to one gallon of gas in seven. And Ford's got it in every truck!

When you shorten the "stroke" of an engine you automatically cut down the distance a piston has to travel.

The result is LESS FRICTION! And that means longer engine life, greater gas savings, more usable power for the rear wheels.

Differences between outdated long stroke engines and Ford's modern Short Stroke design seem small, but they're not. In one case for instance, Ford's stroke is shorter by 1-2/3 inches. But when you consider two strokes per engine revolution, and 1,500 revolutions *per minute*, this adds up to 5,121 miles less piston travel per Short Stroke piston during an average year's driving of 26,000 miles.

With modern Short Stroke engines in every truck model, is it any wonder that Ford was the only leading truck manufacturer to show sales increases during the year 1954.



To be sure you're getting a Short Stroke engine
make sure the "stroke" is shorter than the "bore."

Only Ford Trucks give you money-saving Short Stroke power in every engine V-8 or Six!

You get a special extra bonus as well as regular savings in modern Short Stroke design.

Reduced friction, longer engine life, and gas savings offer such wonderful regular dividends that the whole truck industry is beginning a major switch to Short Stroke engines.

Once this changeover is completed, can't you see what will happen to the trade-in value of a truck with an old long-stroke engine? That's where your extra bonus comes in. Short Stroke design protects trade-in value. So, be sure to look under the hood! Better yet, go Ford! Every Ford Truck, big or small, every engine, V-8 or Six, offers Short Stroke design.



New Money Maker Ford Trucks for '55 save three ways:
 (1) Modern Short Stroke power in every model saves gas.
 (2) Modern DRIVERIZED CAB convenience saves work.
 (3) Modern high-payload construction saves trips.

Ford Triple Economy Trucks

The
MONEY MAKERS
for '55

You Just Naturally Get More in a JOHN DEERE TRACTOR



CHOOSING a light tractor? John Deere not only offers the right type to fit your needs, but when you choose John Deere, you get the extra value in construction and operation for which John Deere Two-Cylinder Tractors have long been known.

Whichever model you choose, you get the same dependable quality of construction, ease of handling, never-say-die lugging power, and the many comfort features that mean easier days in the field.

Of equal importance to you is the rock-bottom economy for which John Deere Tractors have been the pace-setters for more than thirty years.

Handy "live" Touch-o-matic hydraulic system and Load-and-Depth Control are built-in features, as is the convenient, time-saving standard 3-point hitch.

There are ten models to choose from in the "40" Series alone, each with the same smooth-functioning, simple but powerful John Deere-built engine that ranks as one of the finest ever put into a farm tractor.

ALL-WEATHER "40" CRAWLER



... the simple, rugged crawler with amazing power for year-around, all-around work. Compact and low, it's ideal for getting around in tight places. Comfortable seat, "live" hydraulic power, PTO, and many other practical features. Pulls 8-foot, double-action disk harrows, other tools in proportion.

Ask your John Deere Dealer for a Free Demonstration

"40" UTILITY

If you have orchard or vineyard work to do, you are sure to like the "40" Utility, with 2-plow power. This Illinois apple grower is mowing with the John Deere Center-Mounted Mower.



"60" GROVE

A "60" Grove Tractor answers your needs for heavy-duty 3-4 plow power and features such exclusives as Duplex Carburetion, Cyclonic Fuel Intake, and All-Weather Manifold.



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 "40" Crawler

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Make Fruit Profits More Certain!

Mid-summer mite damage can hit your trees hard. So don't take chances... get more effective, scientific control with General Chemical's Orchard Brand Miticides. There is a special Orchard Brand formulation to take the guess-work out of every type of mite infestation problem... to make mite control easier, more efficient and economical. See your Orchard Brand dealer for the miticide best suited to your control problem.



use
for Easier More Effective Control!

Orchard Brand Products for Mite Control Include:

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EM-2 Emulsifiable Concentrate and 15% Wettable Spray Powder
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- GENITHION* P-15 Spray Powder (15% Parathion)
- GENITHION P-25 Spray Powder (25% Parathion)
- GENITHION PEM-250 Emulsifiable Concentrate
- PARATHION EM-4 Emulsifiable Concentrate
- TEPP, 20% and 40% Liquid Concentrates
- MALATHION 50% Emulsifiable Concentrate and 25% Spray Powder
- "SYSTOX" Spray Concentrate

For Real "Money Fruit" at Harvest Time!

Use STAFAST*

HORMONE SPRAY POWDER
(Naphthalene Acetic Acid with Alkyl Aryl Sodium Sulfonates)

or

STA-SET†

HORMONE SPRAY LIQUID
(Triethanolamine Salt of Alpha (2,4,5-Trichlorophenoxy) Propionic Acid)

*Reg. U. S. Pat. Off.

Look what these pre-harvest sprays do!

- reduce premature drop
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- eliminate almost all need for spot picking
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- increase your harvest of "money fruit"

†General Chemical Trade-Mark

GENERAL CHEMICAL DIVISION

ALLIED CHEMICAL & DYE CORPORATION

40 Rector Street, New York 6, N. Y.

Serving Agriculture from Coast to Coast



Eaton 2-Speed Axle

SQUEEZES DOWN OPERATING COSTS FOR CITRUS GROWER



"WE CUT TIME TO THE PACKING PLANT with Eaton's high-gear range," driver Tom Matlock says. "We make top legal speeds while the engine operates at lower RPM. That means less engine strain and stress, greater savings on fuel, oil and engine wear."

"FOR STOP-AND-GO DRIVING, Eaton's low-gear range is the greatest," says President R. L. Hampton. "With it, we pull smoothly out of soft ground, pick up the crop quickly, conveniently and economically."

"RECORDS prove the Eaton 2-Speed Axle is ideal for our operation," says R. L. Hampton, President and Manager of the Corona Foothill Lemon Co., Corona, California. "It reduces our costs."

Eaton 2-Speeds measure up best with driver Tom E. Matlock, too. "Inching through the groves, Eaton's pull in the low-gear range prevents us from getting trapped in soft ground with full loads. I handle our Eaton-equipped Dodge with ease and avoid that 'aching-back' feeling at the end of the day."

"On highway runs," continues Hampton, "Eaton's high-gear range delivers legal speeds at lower engine RPM. That saves engine strain, prolongs engine life and reduces gas costs. The Eaton 2-Speed always turns in a dependable job."

Get the facts firsthand. Ask your truck dealer to demonstrate the unmatched performance and efficiency of an Eaton 2-Speed Axle.



EATON
EATON MANUFACTURING COMPANY, CLEVELAND, OHIO



MORE THAN
2 MILLION
EATON AXLES IN TRUCKS TODAY

2-SPEED TRUCK AXLES

PROJECT
ADEQUATE ROADS:
Out-of-date highways slow you down, add dollars to your marketing expense. Get behind the crusade for better roads which are vital to the nation's prosperity.

AMERICAN FRUIT GROWER



NEW CHEVROLET *Task-Force* TRUCKS

From America's No. 1 truck builder—the most modern trucks money can buy! With features available in no other make—advance-designed to save money on every farm hauling job!



With their axle-to-axle engineering advances, these new Task-Force trucks do your work in record time with record economy. With new bodies, higher capacities, new frames, plus the biggest choice of power in Chevrolet

truck history—you get the *most* for your new truck investment today . . . and *more* at trade-in time tomorrow! See the new Task-Force line at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



New Styling in Trucks

Offering two distinctively different design treatments! New Task-Force cabs feature panoramic windshield and High-Level ventilation.



New 18,000-lb. GVW Capacity

Get this hefty maximum GVW in new 2-ton models. All models have more durable standard-width frames, plus new suspension front and rear.



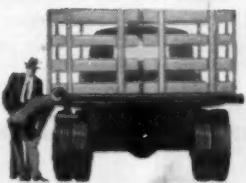
New Overdrive or Hydra-Matic

New Overdrive is optional on $\frac{1}{2}$ -ton models at extra cost. Truck Hydra-Matic is available on $\frac{1}{2}$ -, $\frac{3}{4}$ - and 1-ton models, optional at extra cost.



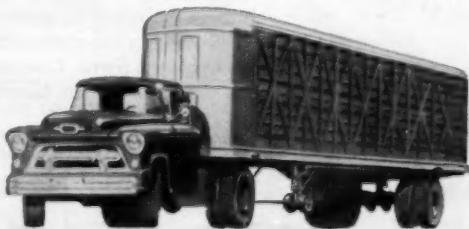
Six New "High-Voltage" Engines

The most modern engines in the industry! All six feature a new 12-volt electrical system for faster, surer starts; increased generator capacity.



New Power Brakes, Tubeless Tires

Driving safety is increased with Power Brakes! Standard on 2-ton models, optional at extra cost in all others. Tubeless tires standard on $\frac{1}{2}$ -ton models!



New Handling Ease with Power Steering

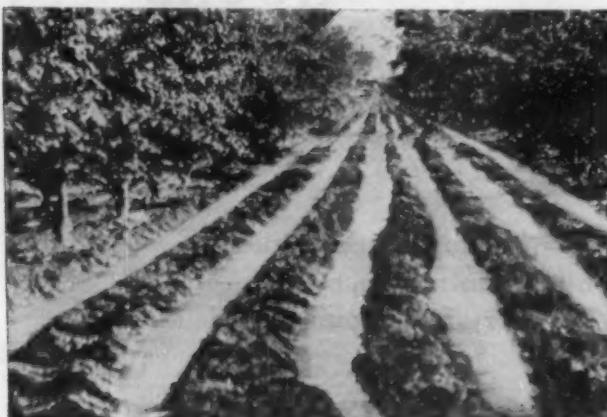
Power Steering cuts turning effort up to 80 per cent . . . helps keep you "on course" even on rough back roads. Available as an extra-cost option.



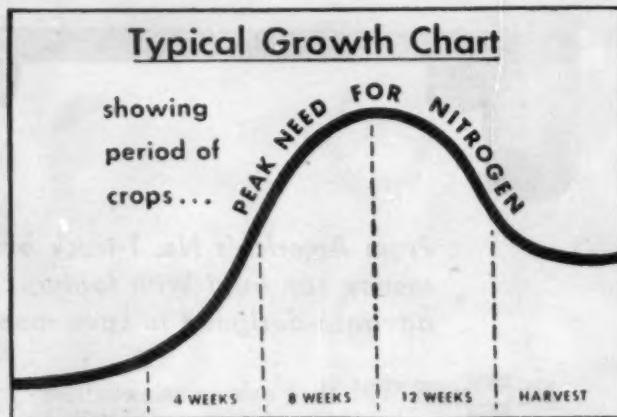
1. "NuGreen" works fast as a foliage spray. Combine it with pest-control sprays to save time, labor. Won't corrode equipment.



2. "NuGreen" is efficient for top dressing . . . resists leaching, stays in the soil. Releases nitrogen when tree growth needs it most.



3. "NuGreen" is ideal for application in irrigation systems. It dissolves readily in water, reaches roots because it's not fixed at soil surface.



4. Different fruits need nitrogen at different growth stages. For a quick nitrogen boost when the need is greatest, apply "NuGreen" in foliage sprays. For season-long feeding, apply early as top dressing.

For the most profit from supplemental nitrogen

... use NuGREEN® FERTILIZER COMPOUND

Examples on this page illustrate some of the many reasons why "NuGreen" is your best buy when your crops need more nitrogen than is included in your other fertilizer materials.

"NuGreen" is concentrated . . . contains 45% nitrogen. It's in free-flowing shot form. Comes in 80-lb. bags. See your dealer for "NuGreen" and write to us for literature about its use on your particular crops.

E. I. DU PONT DE NEMOURS & CO. (INC.), POLYCHEMICALS DEPARTMENT,
WILMINGTON, DEL., OR 111 SUTTER STREET, SAN FRANCISCO, CALIF.


BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

NuGREEN®
FERTILIZER COMPOUND

Your best buy in supplemental nitrogen



American Fruit Grower

• Fruit for Health •

We Are Gaining on the MATURITY PROBLEM

Peaches ARE reaching consumers in more desirable condition — thanks to modern handling methods

By M. J. DORSEY

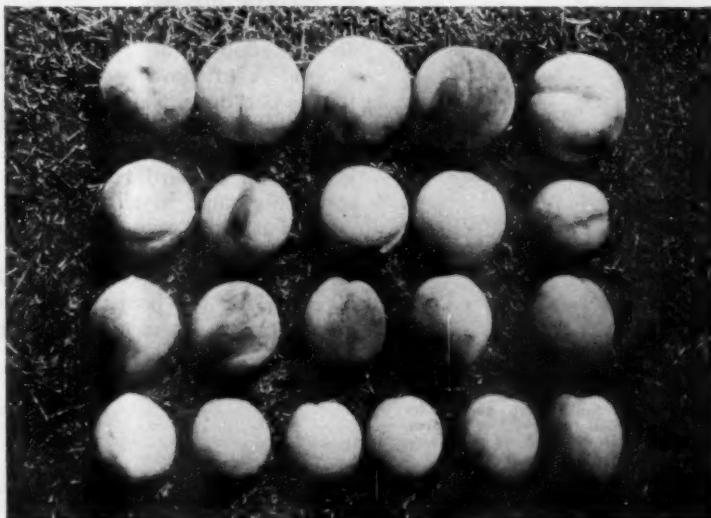
Secretary, National Peach Council

LAST summer I could have bought peaches in the markets of Urbana, Ill., from every one of the main peach producing states—Alabama, Georgia, North and South Carolina, Arkansas, Virginia, West Virginia, Maryland, Pennsylvania, New Jersey, Michigan, Indiana and Illinois. From the West, there were peaches from California, Washington, and Colorado.

The produce trade is organized to make every market in the country available to almost every producing region. There may be faults in the system, and we often complain about the final offering to the consumer, but nevertheless, this is some achievement.

Now let us look at the offerings in this market objectively, as the consumer does, and see what we find. I did this, not only in the Champaign-Urbana markets, but in hundreds of others, particularly in the Upper Mississippi Valley area where distant shipments were involved.

As we would expect with produce coming from so many different sources, the quality of the fruit varied a lot. By and large, however, particularly in the distant shipments, a



Interval between each stage of peach maturity from hard to soft ripe is 2 to 3 days.

surprisingly large proportion reached the consumer in good condition.

The main fault to be found was that much of the fruit lacked freshness and eye appeal so necessary in retail sales. Some peaches were too green, some too ripe. The far western boxes were generally carefully sized and nicely packed, but inclined to be green. The West does not have to ship peaches green to get them into midwestern markets in good condition.

A small fraction of the crop was too soft or overripe, and the displays in many of the markets were held too long or were not kept neat and attractive. Locally grown and packaged peaches would have been generally more attractive and acceptable.

Leaders in the peach deal and the produce trade are well-acquainted with the problem of getting a fast-moving product like the peach to the

(Continued on page 16)

RELATIONSHIP BETWEEN MATURITY OF PEACHES AT HARVEST AND OTHER FACTORS TO CONSIDER IN DISPOSING OF THE CROP

Range of maturity passed through in last 10-14 days	No. of days between stages of maturity	No. of days to ripen at 65-70° F.	Diameter of successive stages	Volume based upon 100 bu. green peaches	Firmness as measured by Ballot 3/8" plunger	Handling range in days		Shipping radius in miles	Consumer acceptance rating
						Room Temp. 75-95° F.	Hydrocooled to 45-50° F.		
Green	—	6-8	2 inches	100	45-18 lbs.	7-10	Too green for hydrocooling	2,000	1-0
Hard ripe	2-3	5-6	2 1/8 inches	108-110	10-14 lbs.	6-10	10-21	2,000	5-9
Firm ripe	2-3	4-5	2 1/4 inches	110-115	7-10 lbs.	5-10	10-21	Hydrocooled and iced, 2,000	10-20
Tree ripe	2-3	1-3	2 1/2 inches	115-125	4-6 lbs.	3-7	7-15	Hydrocooled and iced, 2,000	25-35
Soft ripe	2-3	0	2 1/2 inches	125-130	2-3 lbs.	2-3	5-7	Local use	15-20

Ideas for EFFICIENT FRUIT



A "jack" is a useful laborsaving gadget for lining up pallets and stacks of boxes.

**Speed up your harvest and handling operations
by adopting these laborsaving suggestions**

WHAT makes it possible for one grower to produce a box of fruit at a lower cost than another? Yields, of course, have a lot to do with costs on a unit basis, but there are other differences involved which make it possible for one grower to get more for his dollar than another.

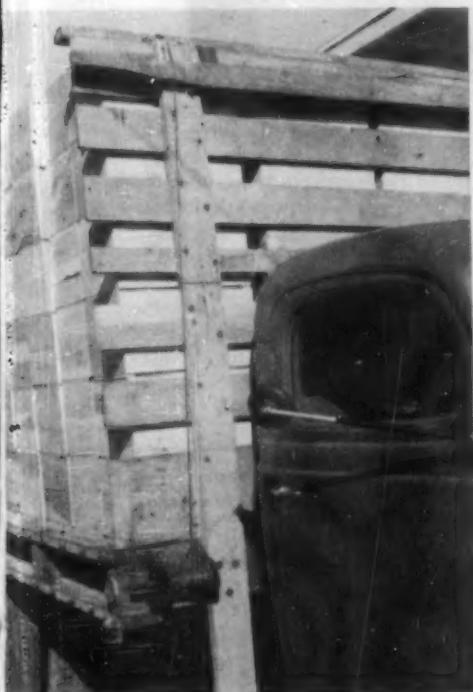
Studies of how growers conduct their operations show that it is the little things that count. You would think, for instance, that the cost of loading an orchard trailer would be about the same in all orchards. But such is not the case. In the state of Washington the most common method of loading costs apple growers about 50 cents for 144 boxes. Some growers, however, by using a little inge-

nuity, have succeeded in cutting the cost to 42 cents. In three orchards a method of loading was adopted that cut the cost to 32 cents. These growers used hardwood strips nailed across the trailer beds so that the loaders could work from the ground, stacking the boxes two or three high and pushing them to the middle of the trailer.

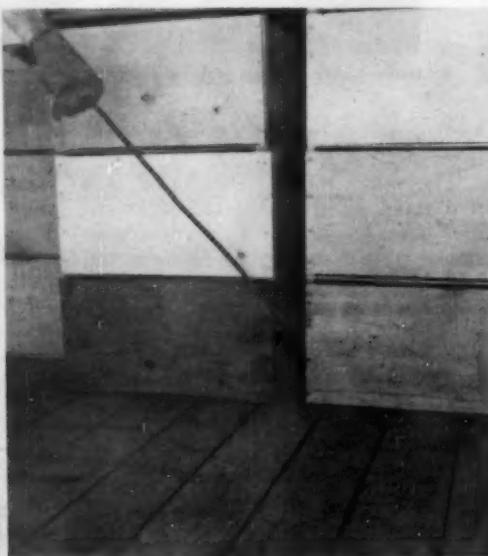
On these pages are photographs of ideas to reduce costs, taken by H. P. Gaston of Michigan State College. Mr. Gaston is a noted authority on efficiency in fruit handling. In 1952 he co-authored with J. H. Levin the bulletin, *Fruit Handling with Fork Lift Trucks*, and, in 1954, the bulletin, *On the Farm Refrigerated Storage*.

THE END

All photographs by H. P. Gaston



Steel cable and ratchet hold boxes or crates on truck. Such an arrangement can be tightened quickly, is very effective.

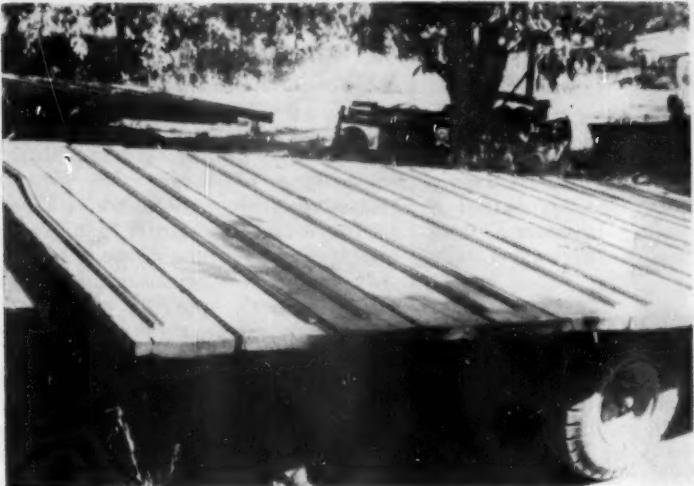


Box hook is used to shift stacks of boxes or crates in a jiffy, saving time and labor.

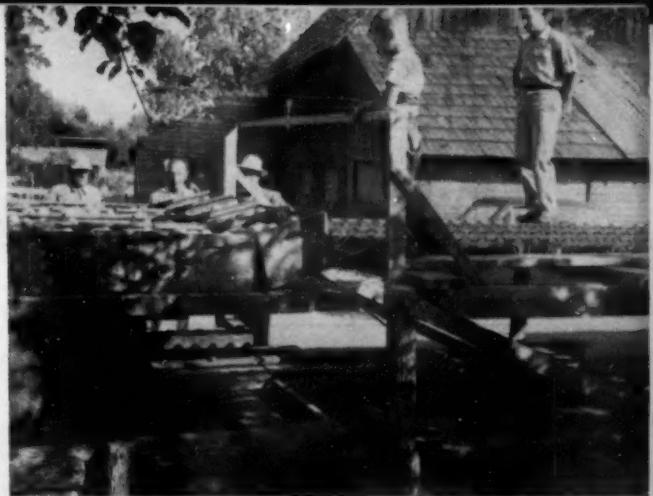


Novel "bridge" for moving fruit from truck to warehouse. Bridge cannot be carried away, so is always readily available.

HANDLING



Metal strips on orchard trailer enable workers to slide filled crates from edge of platform to center of load. Trailers fitted with such strips can be loaded without stepping up onto them.



The above two views show a special type of loading dock onto which an entire load of field boxes can be unloaded by simply backing trailer under dock and allowing boxes to slide up metal guides onto platform.



Cherries slide into tank of water on this oilcloth covered wooden chute. Thus bruising is eliminated.



Cherries being flumed out of tank after arrival at processing plant. A good proportion of the 1955 cherry crop will move to processing plants in water.

JULY, 1955

Six tons of cherries and two tons of water ready for 90-mile haul to the processing plant.

EDWARDS

TRACTOR FORK LIFT



Fits most hydraulic lift tractors

Mounts either end or both ends. Easily handles 2000 pounds on each end (total 2 tons using 2 lifts). Orchard model lifting height 72 inches. Available to lift any height up to 145 inches. Mounts on tractor easily and quickly to facilitate change-over. Travels well on rough ground with a minimum of strain to tractor. Front axle pivots freely, even under full 2-ton load.

EXCLUSIVE "PAY-OFF FEATURES"

- ★ Available with hold-down attachment, for all lifting height models, to facilitate hauling boxes through and from orchards.
- ★ Lifts on both ends—makes for speedy and efficient hauling from orchards to warehouse.
- ★ Available for use on tractor hydraulic system or with separate pump.
- ★ Eliminates counterbalance back-haul. A load on both ends saves time, frees the tractor for other jobs.
- ★ Side shift available for easy placement of load on truck or platform.

CULTI-CUTTER



For FAST, COMPLETE

Summer Cultivation in both Sod and Cultivated Orchards. Ideal for controlling cover crops, speeding moisture penetration, preventing soil erosion, maintaining surface mulch.

EDWARDS
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8312 Main St. YAKIMA, WASHINGTON

WRITE for complete information. East of the Mississippi River write Michigan Orchard Supply, Dunkley Ave., South Haven, Mich.

F. W. ALLEN RETIRES

AFTER 35 years of service to the California fruit industry, Prof. Frank W. Allen, of the Department of Pomology, University of California, Davis, has been retired with the title of Professor of Pomology and Pomologist Emeritus.

An authority on handling, storage, and transit of fruits, Prof. Allen has traveled all over the world studying fruit storage facilities. He has also done research on hardiness of fruit trees; planting distances for deciduous fruit trees; maturity of pears, apples, cherries, plums, and apricots (the California Agricultural Code's maturity provisions are based largely on his findings); development of a pressure-test gun; precooling, and many other studies affecting storage life.

GROWERS FORM BERRY FREEZING PLANT

THE first strawberry freezing plant of its kind in southern California is being planned by 19 strawberry growers of Vista, San Luis Rey, Escondido, and Fallbrook. The \$100,000 freezing plant will be built in Fallbrook.

Strawberries will be frozen when fresh market prices decline. Fred Yasukochi, of San Luis Rey, is president of the new corporation, and Carroll Huscher, of Fallbrook, is secretary.

The plant will have a processing capacity of 20 tons of berries a day. They will be packed in 30-pound tins for hotels, the armed forces, and preservers of jams.

STONE FRUIT VIRUS

A STEPPED-UP drive on stone fruit virus diseases is being conducted by seven western states and the U.S. and Canadian departments of agriculture. George Nyland, assistant professor of plant pathology, University of California, lists the states co-operating in the study as Washington, Oregon, California, Idaho, Utah, Montana, and Colorado.

Nyland, working at Davis, will isolate pure cultures of the various viruses, separating the complexes into individual viruses. His objective is to obtain information on how stone fruits act when they are infected by only one virus at a time. Scientists suspect that the symptoms of stone fruits infected with a serious virus disease may be complicated by the presence of other, less-important viruses.

Samples of the pure cultures developed at Davis will be sent to Utah researchers for physical and chemical studies conducted with an electron

microscope and other special equipment. Oregon researchers, said Nyland, will concentrate on insect transmission of the viruses. Studies at Washington State College will be concerned with the virus content of rootstock and budwood sources.

BIGGER GRAPES WITH GROWTH REGULATORS

MANY California grape growers will be using a spray chemical this year to get even bigger Thompson seedless and Black Corinth grapes.

For Thompson seedless, spraying with the chemical, 4-chlorophenoxyacetic acid, is usually done in addition to girdling for larger size. Grapes treated by this combination method are about one-third larger than grapes produced by girdling alone.

With Black Corinth grapes (the zante currant) spraying alone produces sizes equal to those produced by the more expensive girdling method. It is expected to replace girdling for this reason. Some growers who have been co-operating with the University of California in studies of the new growth regulator report that spraying may cost only one-fourth as much as girdling.

Robert J. Weaver, associate viticulturist, suggests the following treatments for the two varieties:

The best time for spraying Thompson seedless (and probably most other seedless grapes) to get a larger berry is after the fruit sets, when berry shatter has occurred. However, don't wait too long. Grapes sprayed two weeks after berry shatter showed little or no increase in size.

The Black Corinth grape should be sprayed 5 to 10 days after full bloom. If sprayed too early, a hard seed-coat develops in one-fifth to all of the crop.

Weaver pointed out that the proper concentration of chemical varies from one area to another—from 5 to 15 ppm (parts per million) for Thompson seedless, and from 2½ to 40 ppm for the Black Corinth. He urged growers to consult their county farm advisors for the proper concentration.

According to Weaver, hormone-treated table grapes may ship and handle better, because the capstems are thicker and the grape is more firmly attached to the bunch.

HARVESTING COSTS

HARVESTING costs are highest on cherries and lowest on pears, a survey of Washington fruit growers reveals. Average costs per ton ranged from \$12 for Bartlett pears to \$95 for sweet cherries in 1954.

Picking costs accounted for about 3/4 of these harvesting costs, and hauling costs covered about half of the remainder.

CALENDAR OF COMING MEETINGS & EXHIBITS

July 11-14—Ohio State Horticultural Society 4-day bus tour of Pennsylvania-New York-Ontario.—C. W. Ellenwood, Sec'y, Wooster.

July 12-13—Texas Pecan Growers Association annual convention, Blackstone Hotel, Tyler.—A. H. Krezdon, Sec'y, College Station.

July 14—Indiana Horticultural Society annual summer meeting, Purdue University O'Neill Horticultural Farm, Lafayette.—Ray Klacke, Sec'y, West Lafayette.

July 16—New Jersey State Horticultural Society field day, Horticultural Farms, New Brunswick.—E. G. Christ, Sec'y, New Brunswick.

July 20—University of Connecticut 5th annual machinery, equipment, and supplies field day, Storrs.—Arthur C. Robb, Ext. Fruit Spec., Storrs.

July 21—Massachusetts Fruit Growers Association summer meeting, at home of President Elmer Fitzgerald, Leominster.—A. P. French, Sec'y, Amherst.

July 26-27—Four-state joint summer meeting, (Md., Va., W. Va., Pa.) including tour of Ontelaune Orchards, Leesport, and Trexler Orchards, Boyertown, Pa. Host: State Horticultural Association of Pa.—John U. Ruef, Sec'y, University Park, Pa.

July 27—V.P.I. Department of Horticulture field day, Blacksburg.—W. P. Judkins, Dept. of Hort., Blacksburg, Va.

Aug. 1-3—United Fresh Fruit and Vegetable Association 7th annual merchandising conference, Conrad Hilton Hotel, Chicago. Association headquarters—777 14th St., N. W., Washington 5, D. C.

Aug. 4—Georgian Bay District Fruit Growers Association spray machinery demonstration, R. C. Crisler Orchard, Clarksburg, Ontario.—J. A. Goldie, Growers Committee, 105 Sunnidale Rd., Barrie, Ontario, Canada.

Aug. 4—Tri-County Horticultural Society three-orchard tour, field meeting, and machinery demonstration, starting 9:30 at Tom White Orchard, South Ridge Road, Geneva Township.—Richard Brunaman, Sec'y, Ashtabula, Ohio.

Aug. 8-10—North Central Division of American Phytopathological Society summer meeting, Wooster, Ohio.—H. C. Young, Dept. of Botany & Plant Pathology, Ohio Exp. Sta., Wooster, Ohio.

Aug. 9-11—Ohio Pesticide Institute summer meeting and field tour, Wooster and various points in northern Ohio.—J. D. Wilson, Sec'y, Ohio Experiment Station, Wooster.

Aug. 10—Connecticut Pomological Society summer meeting, Avalon Farm Orchards, Bantam, managed by William D. Ravenscroft, society president.—S. P. Hollister, Sec'y, Storrs.

Aug. 11-20—National Peach Week, sponsored by National Peach Council.—M. J. Dorsey, Sec'y, 1502 S. Lincoln, Urbana, Ill.

Aug. 12—Rhode Island Fruit Growers Association summer meeting, University of Rhode Island, Kingston.—Mrs. Edgar A. Steere, Sec'y, Chepachet.

Aug. 15-18—International Apple Association annual meeting, Statler Hotel, Detroit, Mich.—Fred W. Burrows, Exec. V. P., 1302 18th St., N.W., Washington 6, D. C.

Aug. 15-19—Florida Citrus Institute, Camp McQuarrie.

Aug. 16-20—Centennial of Farm Mechanization, Michigan State College, East Lansing.—A. W. Farrall, Head, Agr. Engr. Dept., MSC, East Lansing.

Aug. 17—Kansas State College horticultural field day, Horticultural Farm, Manhattan.—W. G. Amstein, Ext. Hort., Manhattan.

Aug. 18—Orchard Day, Ohio Experiment Station, Wooster.—C. W. Ellenwood, Sec'y, OSHS, Wooster.

Aug. 29-Sept. 6—International Horticultural Congress 14th annual meeting, Scheveningen, Netherlands.—Dr. G. de Bakker, Sec'y, Bezuidenhout, 30, The Hague, Netherlands.

Sept. 19-21—Texas Citrus and Vegetable Growers and Shippers, Inc., annual convention, Shamrock Hotel, Houston.—Austin E. Anson, Exec. Mgr., 306 E. Jackson, Harlingen.

Oct. 4-6—Florida Fruit and Vegetable Association annual convention, Hotel Fontainebleau, Miami Beach, Fla.—Association headquarters: 4401 E. Colonial Drive, Orlando.

Oct. 9-11—Produce Packaging Association annual convention and exposition, Conrad Hilton Hotel, Chicago.—Association headquarters: 500 5th Ave., New York 36, N. Y.

Oct. 10—South Carolina Fresh Fruit and Vegetable Association annual convention, Columbia.

Oct. 20-29—National Apple Week, sponsored by National Apple Week Assn., 1302 18th St., N. W., Washington 6, D. C.

Oct. 31—National Apple Day (Halloween).

Nov. 1-3—Florida State Horticultural Society annual meeting, Clearwater.—Ernest L. Spencer, Sec'y, Bradenton.

Nov. 16-18—Western Growers Association annual convention, Westward Ho Hotel, Phoenix, Ariz.—Headquarters: 606 S. Hill St., Los Angeles 14, Calif.

Dec. 1-2—Connecticut Pomological Society annual meeting, University of Connecticut, Storrs.—S. P. Hollister, Sec'y, Storrs.

Jan. 30-Feb. 2, 1956—United Fresh Fruit and Vegetable Association annual meeting, Hotel Roosevelt, New Orleans, La.—Association headquarters: 777 14th St. N. W., Washington, D. C.

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MATURITY PROBLEM

(Continued from page 11)

consumer in acceptable condition. In the first place, we have little control over the speed with which the crop comes on in the orchard. Where large acreages are involved every operation has to "click."

Every peach in the orchard normally goes through the period of maturity we might describe in the most general terms as "green," "hard-ripe," "firm-ripe," "tree-ripe," and "soft-ripe." Some may prefer other terms than these, and a few would add "overripe."

The peach goes through the above-mentioned stages regardless of what

APPLE GUESSTIMATE

At the National Apple Institute meeting in San Francisco last month, delegates "guesstimated" a total crop this year of 99,953,000 bushels, compared with a crop of 103,773,000 in 1954 and 93,307,000 in 1953.

States reporting significantly smaller crops than normal included those in the Midwest and South struck by spring frosts. New England and the Northwest reported bumper crops. Northwest growers are worried about the late season, however, with resulting harvest labor difficulties and frost hazard.

SHORT PEACH CROP

The almost complete crop failure in the southern states, due to spring freeze damage, is mainly responsible for the 22 per cent shorter peach crop in 1955 than last year. The USDA forecast in June was for a national crop of 48,025,000 bushels.

Estimated total peach production in California is down a million bushels. Washington's estimated 2,500,000 bushels is a million bushels greater than last year. New York production is estimated at 1,300,000 bushels or nearly 30 per cent above last year. The crop of 5,760,000 bushels expected in the Middle Atlantic states is 17 per cent below last year. Indicated production in the North Central states of 3,676,000 bushels is off sharply from last year.

the price may be, or what sort of weather prevails at the time of harvest. Significant progress has been made during the last 10 years in handling peaches. The western pack is carefully regulated, and the smaller-sized unit is in its favor. At the moment there is considerable interest in a smaller pack than the bushel basket—the $\frac{3}{4}$ bushel—for the eastern trade. There are other packages coming to the fore which will enable the large grower to step up the stage of maturity, at least to the firm-ripe range.

Aside from the progress made in packages, there is greater care taken in handling the peach all along the line between the orchard and the retail market. Perhaps, in eliminating the lower stages of maturity, the most progress has been made through quicker cooling after picking and, especially in the East and South, greater use of the hydrocooler. Other

methods of quick-cooling are also effective, and the producer is much more alert to what can be done in quick-cooling, better packages, and cutting down time in transit generally.

Great progress has also come from the streamlined merchandising programs of some of the large chains. They are buying at a greater stage of maturity, the displays are stepped up in attractiveness, promotion is better, and it would seem that the timely advertising, so generally used in the big city centers, especially when aided by food editors, is one of the most important factors in better merchandising.

As a result of the studies made on maturity in relation to consumer acceptance, we are reducing to a much smaller fraction the number of immature peaches on the retail markets. Movement is slower, and I think we are safe in saying that the consumer is no more ready to accept immature peaches today than she was a decade ago.

In the September, 1953, issue of AMERICAN FRUIT GROWER, I summarized a number of the variables to be dealt with in handling the peach crop. These were based upon the fact that in maturing, the peach moves along in gradual stages from "green" to "soft" or "overripe."

In this relatively short interval, where there are large acreages to deal with, and interruptions due to weather, the grower is always apprehensive about getting the job done in time. He is inclined to "jump the gun" on maturity, and gamble on consumer acceptance, since immature fruit handles more safely.

We are inclined to make such decisions without reckoning with the consumer. There are many instances where everyone has been surprised at the faster movement of ripe peaches in retail stores, even in spite of some bruising.

In the final analysis, the rate of buying determines the volume that can be moved through trade channels. We may very well profit by reviewing the facts in the accompanying table, for the situation has not changed materially.

THE END

Coming Next Month
Packaging Issue

- How to Save Labor and Cut Bruising When Packing Peaches
- Is Automatic Apple Packing Here to Stay?
- Clyde Arnold's Apple Bagging Machine
- Do's and Don'ts of Packaging for the Roadside Market
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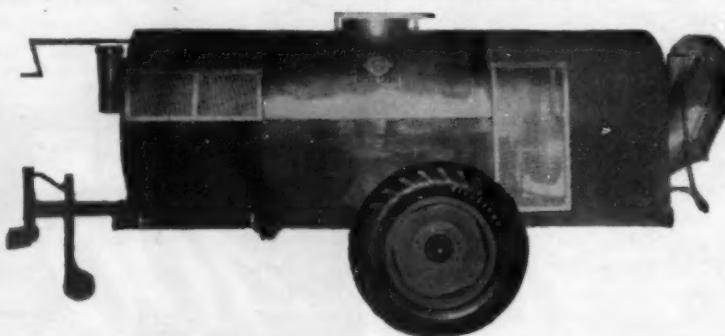
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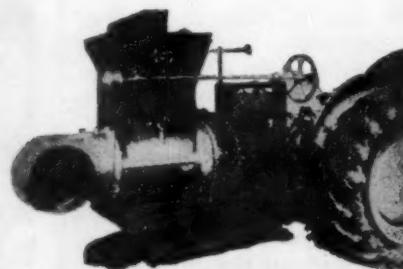
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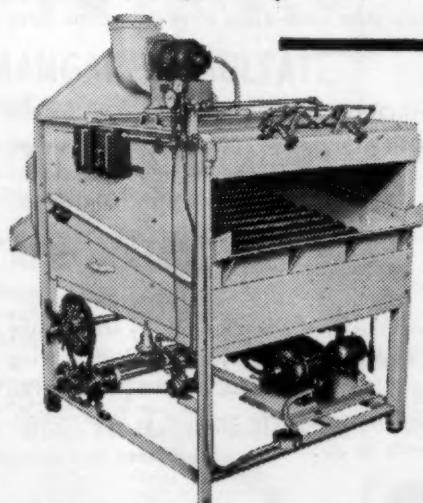


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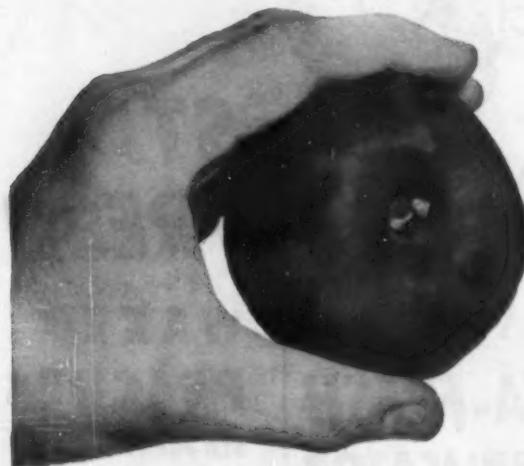
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 Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 8, N. Y.
 General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
 Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.
 Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.
 Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
 Stauffer Chemical Co., 380 Madison Ave., N. Y. 17, N. Y.; 636 California St., San Francisco, Calif.
 Thompson-Hayward Chemical Co., 2915 Southwest Blvd., Kansas City, Mo.

NICOTINE

American Nicotine Co., Henderson, Ky.
 California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.
 Central Chemical Corp., Hagerstown, Md.
 Diamond Black Leaf Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.
 General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
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 Philipp Bros. Chemicals, Inc., 37 Wall St., N. Y. 5, N. Y.
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 Dow Chemical Co., Agricultural Chemicals Div., Midland, Mich.
 Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.
 Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.
 Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
 B. G. Pratt Co., 204 21st Ave., Paterson, N. J.
 Shell Chemical Corp., 460 Park Ave., New York, N. Y.
 Sherwin-Williams Co., 101 Prospect Ave., N. W., Cleveland 1, Ohio

Standard Agricultural Chemicals, Inc., Hoboken, N. J.
 Sun Oil Co., 1608 Walnut St., Philadelphia 3, Pa.
 Woolfolk Chemical Works, Ltd., Ft. Valley, Ga.

PARATHION

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 California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.
 Central Chemical Corp., Hagerstown, Md.
 Chapman Chemical Co., Inc., Bound Brook, N. J.
 Corona Chemical Div., Pittsburgh Plate Glass Co., Milwaukee, Wis.; Moorestown, N. J.
 Diamond Black Leaf Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.
 Dow Chemical Co., Agricultural Chemicals Div., Midland, Mich.
 Eston Chemicals Div., American Potash & Chemical Corp., 3100 E. 26th St., Los Angeles 23, Calif.
 Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 8, N. Y.
 General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
 Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.
 Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.
 Monsanto Chemical Co., 1700 S. 2nd St., St. Louis 4, Mo.
 Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
 Pennsalt of Washington, 2901 Taylor Way, Tacoma 2, Wash.
 Pittsburgh Coke & Chemical Co., 2000 Grant Bldg., Pittsburgh 30, Pa.
 Planetary Chemical Co., Creve Coeur, Mo.
 Stauffer Chemical Co., 380 Madison Ave., N. Y. 17, N. Y.; 636 California St., San Francisco, Calif.
 Swift & Co., Plant Food Div., Union Stock Yards, Chicago 9, Ill.
 Thompson-Hayward Chemical Co., 2915 Southwest Blvd., Kansas City, Mo.
 Woolfolk Chemical Works, Ltd., Fort Valley, Ga.

PHENOTHIAZINE

Central Chemical Corp., Hagerstown, Md.
 Corona Chemical Div., Pittsburgh Plate Glass Co., Milwaukee, Wis.; Moorestown, N. J.
 Dow Chemical Co., Agricultural Chemicals Div., Midland, Mich.
 E. I. du Pont de Nemours & Co., Inc., Grasselli Chemical Dept., Wilmington, Del.
 General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
 Thompson-Hayward Chemical Co., 2915 Southwest Blvd., Kansas City, Mo.

PYRETHRUM & DERIVATIVES

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 California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.
 Central Chemical Corp., Hagerstown, Md.
 S. B. Penick & Co., 50 Church St., New York 8, N. Y.
 Planetary Chemical Co., Creve Coeur, Mo.
 B. G. Pratt Co., 204 21st Ave., Paterson, N. J.
 Thompson Chemicals Corp., 3028 Locust St., St. Louis, Mo., 3600 Monon St., Los Angeles 27, Calif.

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 Central Chemical Corp., Hagerstown, Md.
 Chapman Chemical Co., Inc., Bound Brook, N. J.
 Corona Chemical Div., Pittsburgh Plate Glass Co., Milwaukee, Wis.; Moorestown, N. J.
 Diamond Black Leaf Co., 300 Union Commerce Bldg., Cleveland 14, Ohio.
 Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 8, N. Y.
 General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.
 Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.
 Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.
 Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.
 S. B. Penick & Co., 50 Church St., New York 8, N. Y.
 B. G. Pratt Co., 204 21st Ave., Paterson, N. J.
 Stauffer Chemical Co., 636 California St., San Francisco, Calif.
 Swift & Co., Plant Food Div., Union Stock Yards, Chicago 9, Ill.
 Thompson Chemicals Corp., 3028 Locust St., St. Louis 3, Mo., 3600 Monon St., Los Angeles 27, Calif.
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Agicide, Inc., 1711 Taylor Ave., Racine, Wis.; California Spray-Chemical Corp., Richmond, Calif., Elizabeth, N. J.; Central Chemical Corp., Hagerstown, Md.; Chipman Chemical Co., Inc., Bound Brook, N. J.; Corona Chemical Div., Pittsburgh Plate Glass Co., Milwaukee, Wis.; Moorestown, N. J.; Diamond Black Leaf Co., 300 Union Commerce Bldg., Cleveland 14, Ohio; Eston Chemicals Div., American Potash & Chemical Corp., 3100 E. 26th St., Los Angeles 23, Calif.; Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 8, N. Y.; General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.; Hercules Powder Co., Inc., 900 Market St., Wilmington, Del.; Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.; Miller Products Co., Ft. S. W. Caruthers, Portland 1, Ore.; Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.; Pennsalt of Washington, 2901 Taylor Way, Tacoma 2, Wash.; Phelps-Dodge Refining Corp., 40 Wall St., N. Y., N. Y.; Philipp Bros. Chemicals, Inc., 37 Wall St., N. Y. 5, N. Y.; B. G. Pratt Co., 204 21st Ave., Paterson, N. J.; Rohm & Haas Co., 222 W. Washington Sq., Philadelphia 5, Pa.; Sherwin-Williams Co., 101 Prospect Ave., N. W., Cleveland 1, Ohio; Stauffer Chemical Co., 300 Madison Ave., N. Y. 17, N. Y.; Swift & Co., Plant Food Div., Union Stock Yard, Chicago 9, Ill.; Thompson Chemicals Corp., 3028 Locust St., St. Louis 3, Mo., 3600 Monon St., Los Angeles 27, Calif.; Thompson-Hayward Chemical Co., 2915 Southwest Blvd., Kansas City, Mo.; Woolfolk Chemical Works, Ltd., Fort Valley, Ga.

ZINC SULFATE

California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.; Central Chemical Corp., Hagerstown, Md.; Corona Chemical Div., Pittsburgh Plate Glass Co., Milwaukee, Wis.; Moorestown, N. J.; E. I. du Pont de Nemours & Co., Inc., Grasselli Chemicals Dept., Wilmington, Del.; General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.; Harshaw Chemical Co., 1945 E. 97th St., Cleveland 6, Ohio; Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.; Miller Products Co., Ft. S. W. Caruthers, Portland 1, Ore.; Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.; Philipp Bros. Chemicals, Inc., 37 Wall St., N. Y. 5, N. Y.; Sherwin-Williams Co., 101 Prospect Ave., N. W., Cleveland 1, Ohio; Tennessee Corp., 619 Grant Bldg., Atlanta 1, Ga.; Virginia Smelting Co., West Norfolk, Va.; Woolfolk Chemical Works, Ltd., Fort Valley, Ga.

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General Chemical Div., Allied Chemical & Dye Corp., 40 Rector St., New York 6, N. Y.; Chas. Pfizer & Co., Inc., 630 Flushing Ave., Brooklyn 6, N. Y.

CAPTAN

California Spray-Chemical Corp., Richmond, Calif.; Elizabeth, N. J.; Stauffer Chemical Co., 300 Madison Ave., N. Y. 17, N. Y.; 636 California St., San Francisco, Calif.

CHLORANIL

Central Chemical Corp., Hagerstown, Md.; Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 8, N. Y.; General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.; Naugatuck Chemical Div., U. S. Rubber Co., Naugatuck, Conn.

COPPER COMPOUNDS

Agicide, Inc., 1711 Taylor Ave., Racine, Wis.; California Spray-Chemical Corp., Richmond, Calif., Elizabeth, N. J.; Central Chemical Corp., Hagerstown, Md.; Chipman Chemical Co., Inc., Bound Brook, N. J.; Corona Chemical Div., Pittsburgh Plate Glass Co., Milwaukee, Wis.; Moorestown, N. J.; E. I. du Pont de Nemours & Co., Grasselli Chemicals Dept., Wilmington, Del.; Geigy Agricultural Chemicals, Geigy Chemical Corp., 89 Barclay St., N. Y. 8, N. Y.; General Chemical Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.; Hercules Powder Co., Inc., 900 Market St., Wilmington, Del.; Miller Chemical & Fertilizer Corp., 2226 N. Howard St., Baltimore 18, Md.; Miller Products Co., Ft. S. W. Caruthers, Portland 1, Ore.; Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y.; Pennsalt of Washington, 2901 Taylor Way, Tacoma 2, Wash.; Phelps-Dodge Refining Corp., 40 Wall St., N. Y., N. Y.; Philipp Bros. Chemicals, Inc., 37 Wall St., N. Y. 5, N. Y.; B. G. Pratt Co., 204 21st Ave., Paterson, N. J.; Rohm & Haas Co., 222 W. Washington Sq., Philadelphia 5, Pa.; Sherwin-Williams Co., 101 Prospect Ave., N. W., Cleveland 1, Ohio; Stauffer Chemical Co., 300 Madison Ave., N. Y. 17, N. Y.; Swift & Co., Plant Food Div., Union Stock Yard, Chicago 9, Ill.; Thompson Chemicals Corp., 3028 Locust St., St. Louis 3, Mo., 3600 Monon St., Los Angeles 27, Calif.; Thompson-Hayward Chemical Co., 2915 Southwest Blvd., Kansas City, Mo.; Woolfolk Chemical Works, Ltd., Fort Valley, Ga.

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SULFURS

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Miller Products Co., Ft. of S. W. Caruthers, Portland 1, Ore.

Niagara Chemical Div., Food Machinery & Chemical Corp., Middleport, N. Y. B. G. Pratt Co., 204 21st Ave., Paterson, N. J. E. I. du Pont de Nemours & Co., Inc., Grasselli Chemicals Dept., Wilmington, Del. Sherwin-Williams Co., 101 Prospect Ave., N. W., Cleveland 1, Ohio Stauffer Chemical Co., 380 Madison Ave., N. Y. 17, N. Y.; 636 California St., San Francisco, Calif. Swift & Co., Plant Food Division, Winter Haven, Fla. Tennessee Corp., 619 Grant Bldg., Atlanta 1, Ga. Woolfolk Chemical Works, Ltd., Fort Valley, Ga.

ZINEB

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Miller Products Co., Ft. of S. W. Caruthers, Portland I, Ore.
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American Cyanamid Co., Agri. Chemicals Div., 30 Rockefeller Plaza, N. Y. 20, N. Y.
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International Minerals & Chemicals Corp., 20 N. Wacker Dr., Chicago 6, Ill.

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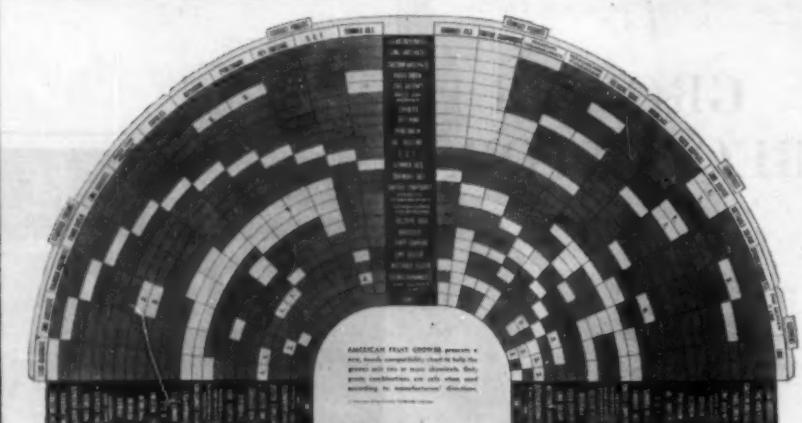
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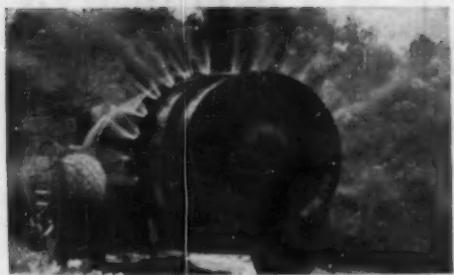
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Friend Mfg. Co., Gasport, N. Y.
Hardie Mfg. Co., Hudson, Mich.; Portland 9, Ore.

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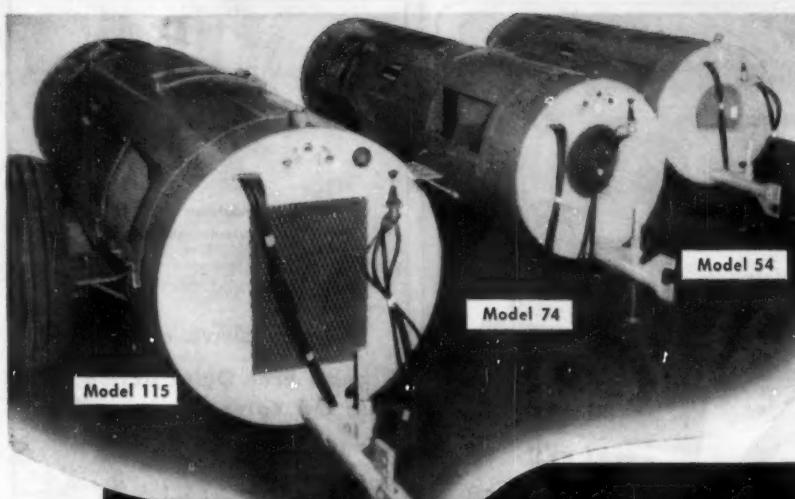
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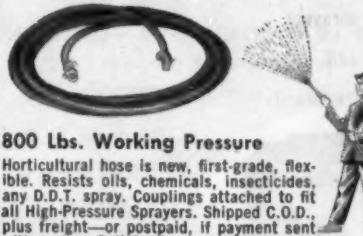
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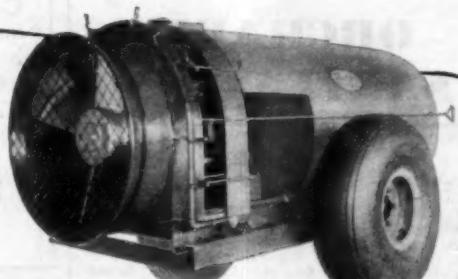
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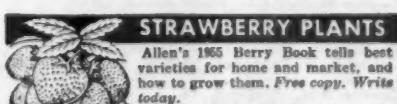


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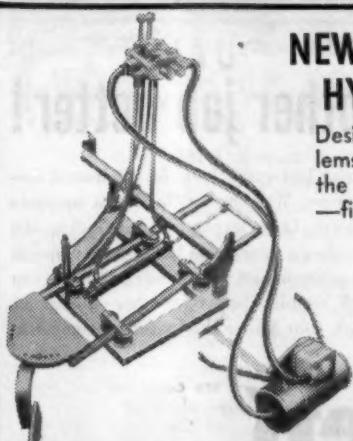
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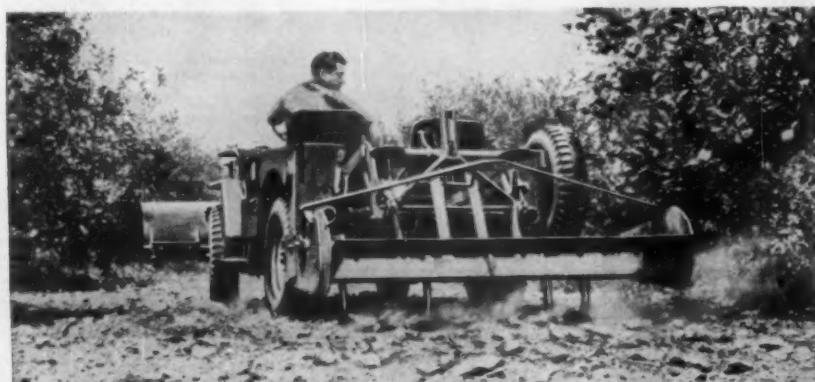
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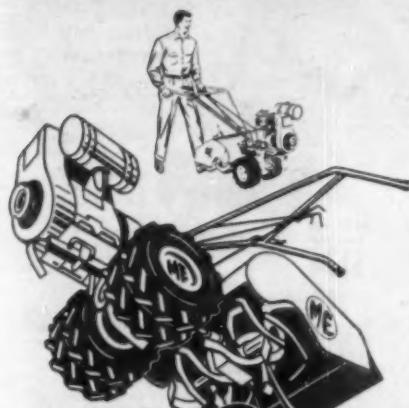
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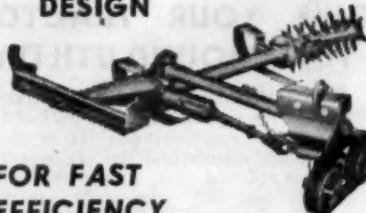
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Rototiller, Inc., 102nd St. & 9th Ave., Troy, N. Y.
Seaman Andwall Corp., 305 N. 25th St., Milwaukee, Wis.
Windolph Tractor Co., 826 S. W. 21st Ave., Portland 5, Oreg.

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Bolens Products Div., Food Mach. & Chemical Corp.,
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Chickering Vegetable Equip. Co., Balding, Mich.
Frazer Farm Equipment Corp., Auburn, Ind.
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Seaman Andwall Corp., 305 N. 25th St., Milwaukee, Wis.
Univator, Inc., 2035 Center St., Berkeley 4, Calif.

ROTOTILLER SPRING GUARD

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Bombardier Snowmobile Ltd., Valcourt, Que.,
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Ferguson Division, Racine, Wisc.
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TRACTOR CHAINS

Columbus-McKinnon Chain Co., Tonawanda, N. Y.
Horner Tractor Sales, Geneva, Ohio

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J. I. Case Co., 700 State St., Racine, Wis.
Caterpillar Tractor Co., 1949 Cleveland Ave., Peoria, Ill.
John Deere, Moline, Ill.
International Harvester Co., 180 N. Michigan, Chicago 1, Ill.
Massey-Harris Div., Racine, Wis.
Oliver Corp., 400 W. Madison St., Chicago 6, Ill.
R. H. Sheppard Co., Hanover, Pa.

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American Farm Co., 1030 33rd Ave. S. E., Minneapolis 14, Minn.
Bolens Products Div., Food Machinery & Chemical Corp., Port Washington, Wis.
Bready Tractor & Implement Co., Solon, Ohio
Choremaster Div., Weber Engineered Products, Inc., 800 Evans St., Cincinnati 4, Ohio
Engineering Products Co., Waukesha, Wis.
Eshelman Co., 119 Light St., Baltimore Md.
Garden-All Tractor, Inc., Liberty, Ind.
Gravely Tractors Inc., Dunbar, W. Va.
Great Lakes Tractor Co., Rock Creek, Ohio
Jari Products, Inc., 2938 Pillsbury Ave., Minneapolis 8, Minn.
Ottawa Mfg. Co., Ottawa, Kans.
Page Dairy & Farm Equipment Co., 1910 So. 81st St., Milwaukee, Wis.
Pond Garden Tractor Co., Ravenna, Ohio
Quick Mfg. Inc., Springfield, Ohio
Red-E Tractor Co., Richfield, Wis.
Roths Industries, Inc., Alma, Mich.
Shaw Mfg. Co., Galesburg, Kans.
Simplicity Mfg. Co., Port Washington, Wis.
Tiger Tractor Co., Keyser, W. Va.
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JULY, 1955



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Ottowa Mfg. Co., Ottawa, Kans.
Pond Garden Tractor Co., Ravenna, Ohio
Power King Tractor Co., 9246 W. Appleton Ave., Milwaukee, Wis.
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Roth Industries, Inc., Alma, Mich.
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Tractor Specialties, 1650 S. 1st St., San Jose, Calif.

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Minneapolis-Moline Co., Box 1050, Minneapolis 1, Minn.
Oliver Corp., 400 W. Madison St., Chicago 6, Ill.
Tractor and Implement Div., Ford Motor Co., Birmingham, Mich.

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on pages 19, 20 and 21

CRAWLER

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Pole Saw

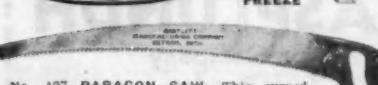
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The head consists of the metal framework with a 9 inch cotton bag, capacity approximately $\frac{1}{2}$ peck. The pole which is standard in the 12 foot length is made of Sitka spruce.

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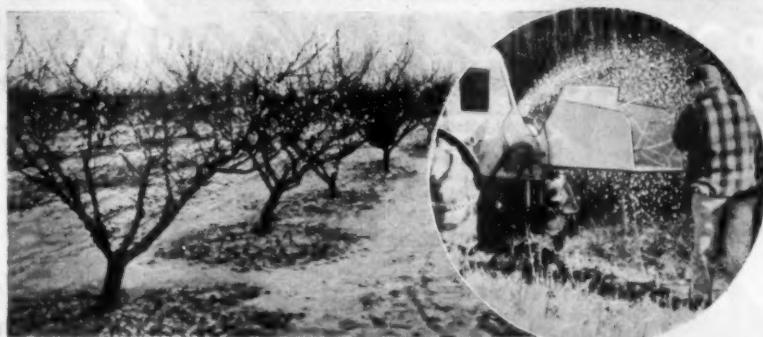
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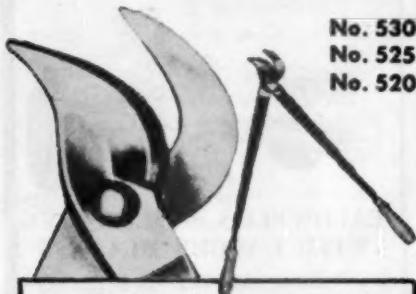
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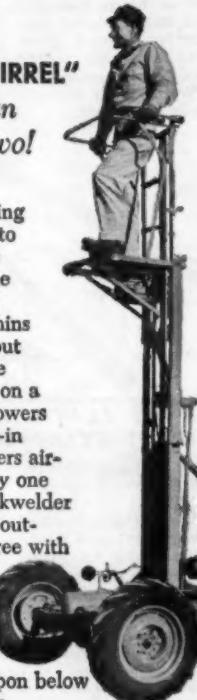
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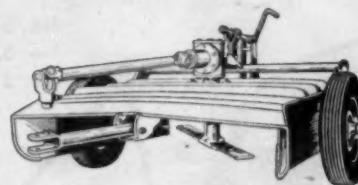
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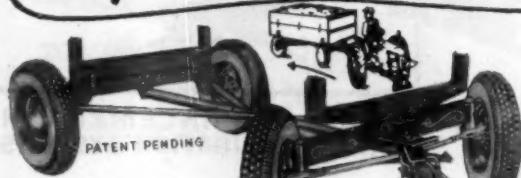
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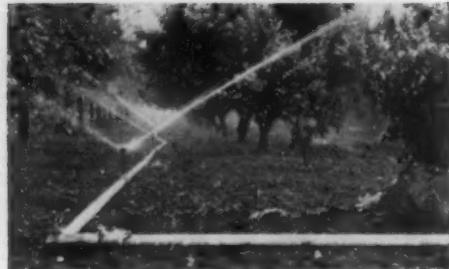
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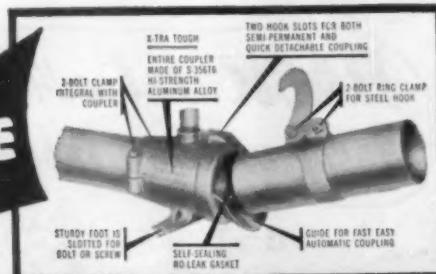
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 Rainy Sprinkler Sales, 609 W. Lake St., Peoria, Ill.
 Reynolds Metals Co., 2574 So. 3rd, Louisville 1, Ky.
 Shur-Rane, Dept. of John Bean Western Div. Food Machinery & Chem. Corp., San Jose, Calif.
 Skinner Irrigation Co., Troy, Ohio
 Sodas Fruit Exchange, Sodus, Mich.
 Wade Rain, 1919 N. W. Thurman, Portland 9, Ore.
 Whitesowers, Inc., 17514 Woodward, Detroit, Mich.

SPRINKLER HEADS, REVOLVING

Buckner Mfg. Co., Fresno, Calif.
 National Rain Bird Sales & Eng. Corp., Azusa, Calif.
 Rainbow Mfg. & Sales Co., 101 Water St., Troy, Ohio

Skinner Irrigation Co., 101 Water St., Troy, Ohio

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 Corona Clipper Co., Corona, Calif.
 F. D. Croce & Co., Inc., 386 Washington, N. Y.,
 N. Y.
 Cyclone Seeder Co., Urbana, Ind.
 Fulton Bag & Cotton Mills, 170 Blvd S.E., Atlanta,
 Ga.
 Michigan Orchard Supply Co., South Haven, Mich.
 National Agri. Supply Co., Fort Atkinson, Wis.
 Producer's Exchange, Inc., 20 S. Huron St., Toledo
 4, Ohio
 R. K. Canvas & Shade Co., 752 S. Wenatchee Ave.,
 Wenatchee, Wash.
 Scheffer & Rossum Co., 255 Kellogg Blvd., St. Paul,
 Minn.
 Townsend Citrus Supply Co., Lake Wales, Fla.
 Tyson Orchard Service, Flora Dale, Pa.
 Wells & Wade, 201 Wenatchee Ave., Wenatchee,
 Wash.



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BASKETS, PICKING

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Berlin Fruit Box Co., Berlin Heights, Ohio
F. D. Croce & Co., Inc., 386 Washington, N. Y.,
N. Y.
Frank L. Deoner & Son, Benton Harbor, Mich.
Fibreboard Products, Inc., 1789 Montgomery St.,
San Francisco, Calif.
Maryland Container Co., 1515 So. Russell, Balti-
more, Md.
Michigan Orchard Supply Co., South Haven, Mich.
Scheffer & Rossum Co., 255 Kellogg Blvd., St. Paul,
Minn.
Townsend Citrus Supply Co., Lake Wales, Fla.
Tyrion Orchard Service, Flora Dale, Pa.
The Washburn Co., Worcester, Mass.; Rockford, Ill.
Webster Basket Co., Webster, N. Y.

BUCKETS. PICKING

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Michigan Orchard Supply Co., South Haven, Mich.
Ripon Sheet Metal Works, Ripon, Calif.
Scheffer & Rossom Co., 255 Kellogg Blvd., St. Paul,
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Townsend Citrus Supply Co., Lake Wales, Fla.
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delphia, Pa.
The Henry Co., Hamden, Conn.
A. M. Leonard & Son, Piqua, Ohio
H. K. Porter, Inc., Somerville, Mass.
Townsend Citrus Supply Co., Lake Wales, Fla.
Tyson Orchard Service, Flora Dale, Pa.
J. Wiss & Sons Co., 31 Littleton Ave., Newark, N. J.

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FIELD CRATES
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General Box Co., 1825 Miner, Des Plaines, Ill.
The Kenova Box Co., Kenova, W. Va.
Marinette & Menominee Box Co., Marinette, Wis.
Mell Lumber Co., 403 Spruce St., Philadelphia, Pa.
Miller Mfg. Company, 7th & Stockton Sts., Richmond, Va.
National Wooden Box Association, 402 Barr Bldg.,
Washington, D. C.
New Albany Box & Basket Co., New Albany, Ind.
New England Box Co., 100 E. 42nd St., N. Y., N. Y.
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Heider Mfg. Co., Carroll, Iowa
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Larson Ladder Co., Santa Clara, Calif.
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Michigan Ladder Co., Ypsilanti, Mich.
Michigan Orchard Supply Co., South Haven, Mich.
National Agri. Supply Co., Fort Atkinson, Wis.
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American Specialty Co., Amherst, Ohio
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Kwik-Lok Corp., Box 2098, Yakima, Wash.

BAG CLOSURES—TAPE

Cincinnati Cordage & Paper Co., Lima, Ohio

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Germain's, 5400 E. Washington Blvd., Los Angeles
22, Calif.

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Hampshire Implement Co., Hatfield, Mass.
Michigan Orchard Supply Co., South Haven, Mich.
Northwest Equip. Co., P.O. Box 73, Yakima, Wash.
Producer's Exchange, Inc., 20 S. Huron St., Toledo,
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Trescott Co., Fairport, N. Y.
Wayland Machinery Co., Covesville, Va.

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The Colorado Fuel & Iron Corp., P. O. Box 1920,
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Hewitt Rubber Div., Hewitt-Robins, Inc., 240 Kensington Ave., Buffalo, N. Y.

LACING

Detroit Belt Lacer Co., 3951 A St., Detroit, Mich.
Flexible Steel Lacing Co., 4607 Lexington Ave., Chicago, Ill.

TRANSMISSION

Agricultural Rubber Products Corp., 61 Barclay St.,
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John Bean Div., Food Machinery & Chemical Corp.,
Lansing, Mich.
Hilltop Orchards and Nurseries, Hartford, Mich.
Northwest Equipment Co., P. O. Box 73, Yakima,
Wash.
Trescott Co., Fairport, N. Y.
Van Doren Equipment, 923 N. Wenatchee Ave.,
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BOX FORMS

F. D. Croce & Co., Inc., 386 Washington St., N. Y.
13, N. Y.
Wells & Wade, 201 Wenatchee Ave., Wenatchee,
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JULY, 1955

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William S. Doig, Inc., 47 Franklin St., Brooklyn,
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Food Machinery & Chemical Corp., Packing Equipment
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Morgan Machine Co., Inc., 1230 University Ave.,
Rochester, N. Y.
Parker Mfg. Co., Winthrop, Wash.
Saranac Machine Co., Benton Harbor, Mich.
Wells & Wade, 201 Wenatchee Ave., Wenatchee,
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John Bacon Co., Gasport, N. Y.
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Durand Co., Woodbury, Ga.
Fuller Brush Co., Hartford, Conn.
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F. B. Pease Co., 1344 E. Henrietta Rd., Rochester,
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E. W. Buschman Co., Clifton & Spring Grove, Cincinnati,
Ohio
Durand Co., Woodbury, Ga.
Food Machinery & Chemical Corp., Packing Equipment
Div., Riverside, Calif.
Lamson Corp., Lamson St., Syracuse 1, N. Y.
Mathews Conveyor Co., Ellwood City, Pa.
Metzgar Conveyor Co., 412 Douglas N. W., Grand
Rapids 4, Mich.
Oliver Corporation, 400 W. Madison St., Chicago
6, Ill.
Rapids-Standard Co., Inc., 194 Trowbridge St.,
N. W., Grand Rapids 2, Mich.
Standard Conveyor Co., 16 Indiana Ave., N. St.
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Webster Basket Co., Webster, N. Y.

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Cardinal & Ellis, Belding, Mich.
Durand Co., Woodbury, Ga.
Food Machinery & Chemical Corp., Packing Equipment Div., Riverside, Calif.
Ideal Grader & Equipment Co., Hood River, Oreg.
Lobe Pump & Mch. Co., Gasport, N. Y.
Michigan Orchard Supply Co., South Haven, Mich.
F. P. Pease Co., 1344 Henrietta Rd., Rochester, N. Y.
Sho-off Orchards Prod. Co., 105 N. Washington St., Peoria, Ill.
Tew Mfg. Corp., (Friend & Trescott), Fairport, N. Y.
Tyson Orchard Service, Flora Dale, Pa.
Van Doren Equipment Co., 923 N. Wenatchee Ave., Wenatchee, Wash.
Wayland Machinery Co., Covington, Va.

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Flinchbaugh Co., York, Pa.
Wright Hoist Div., American Chain & Cable Co., Inc., York, Pa.

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Flinchbaugh Co., York, Pa.
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Food Machinery & Chemical Corp., Packing Equipment Div., Riverside, Calif.

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NAIL STRIPPERS

Wells & Wade, 201 Wenatchee Ave., Wenatchee, Wash.

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Rice, Trew & Rice Co., Bigerville, Pa.
Tyson Orchard Service, Flora Dale, Pa.
Webster Basket Co., Webster, N. Y.

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Boggs Mfg. Corp., Atlanta, N. Y.
Durand Co., Woodbury, Ga.
Food Machinery & Chemical Corp., Packing Equipment Div., Riverside, Calif.
Ideal Grader & Nursery Co., Hood River, Oreg.
Trescott Co., Fairport, N. Y.
R. G. White Mfg. Corp., 101 97th Ave., Ozone Park 16, N. Y.

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Fruit Packing Equipment Co., Swoope, Va.

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Exact Weight Scale Co., 944 W. 5th Ave., Columbus 8, Ohio
Fairbanks, Morse & Co., 600 S. Michigan Ave., Chicago 5, Ill.
Hove Scale Co., Rutland, Vt.
Michigan Orchard Supply Co., South Haven, Mich.
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Durand Co., Woodbury, Ga.
Food Machinery & Chemical Corp., Packing Equipment Div., Riverside, Calif.
Fruit Packing Equipment Co., Swoope, Va.
Ideal Grader & Nursery Co., Hood River, Oreg.
Oliver Corp., 400 W. Madison St., Chicago 6, Ill.
Northwest Equipment Co., Box 73, Yakima, Wash.
Tew Mfg. Corp., (Friend & Trescott), Fairport, N. Y.
Wayland Machinery Co., Covington, Va.

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Faultless Rubber Co., Ashland, Ohio
Market Products, 892 Lorimer, Brooklyn 22, N. Y.
Sponge Rubber Products Co., Shelton, Conn.
United States Rubber Co., 1230 Ave. of the Americas, N. Y. 20, N. Y.

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Markwell Mfg. Co., Inc., 200 Hudson St., N. Y., N. Y.
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Republic Steel Corp., Republic Bldg., Cleveland, Ohio
Saranac Machine Co., Benton Harbor, Mich.
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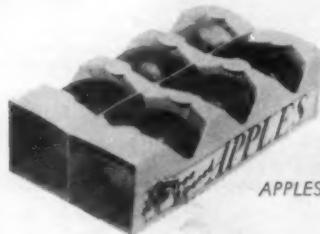
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 N. Y. 11, N. Y.
 Kin-E-Matic Mach.-Engng. Co., Dearborn, Mich.
 Rivet-O Mfg. Co., Orange, Mass.

PACKAGING MACHINERY

Aeroglide Corp., 510 Glenwood Ave., Raleigh, N. C.
 Oliver Machinery Co., 1025 Clancy N. E., Grand
 Rapids, Mich.
 Package Machinery Co., E. Longmeadow, Mass.
 Saranac Machine Co., Benton Harbor, Mich.
 Stokes & Smith Co., Div. Food Machinery & Chem.
 Corp., 59 Taber Rd., Philadelphia 24, Pa.
 Trescott Co., Fairport, N. Y.
 Troyer Mfg. Co., Smithville, Ohio

PADS

California Container Corp., Emeryville, Calif.
 Continental Paper Products Co., 1000 W. Louisiana
 Ave., Denver, Colo.
 Frank L. Deane & Son, Inc., Sodus, Mich.
 Fort Wayne Corrugated Paper Co., Fort Wayne 1,
 Ind.
 Fruit & Produce Packing Co., 700 W Morris, Indianapolis, Ind.
 Gaylord Container Corp., 111 No. 4th St., St. Louis,
 Mo.
 Kimberly-Clark Corp., Neenah, Wis.
 New Albany Box & Basket Co., New Albany, Ind.
 Producer's Exchange, Inc., 20 S. Huron St., Toledo
 4, Ohio
 Rice, Trew & Rice Co., Biglerville, Pa.
 Fred C. Stripe, 20 Vesey St., N. Y., N. Y.
 Tyson Orchard Service, Flora Dale, Pa.
 Wood Conversion Co., 1st National Bank Bldg., St.
 Paul 1, Minn.

PAPER, SHREDDED

Brooks Paper Co., 400 Security Bldg., St. Louis, Mo.
 E. I. du Pont de Nemours & Co., Inc., Film Dept.,
 Wilmington 98, Del.
 Fruit & Produce Packing Co., 700 W. Morris, Indianapolis, Ind.
 Kalamazoo Vegetable Parchment Co., Parchment, Mich.
 Pioneer Paper Stock Co., 436 W. Ohio St., Chicago,
 Ill.
 Producer's Exchange, Inc., 20 S. Huron St., Toledo
 4, Ohio
 Rice, Trew & Rice Co., Biglerville, Pa.
 Fred C. Stripe, 20 Vesey St., N. Y., N. Y.
 Sylvania Div., American Viscose Corp., 1617 Penn.
 Blvd., Philadelphia 3, Pa.
 Tyson Orchard Service, Flora Dale, Pa.

PROTECTIVE COATINGS

Food Machinery & Chem. Corp., Riverside, Calif.
 B. F. Goodrich Chemical Co., Rose Bldg., Cleveland 15, Ohio
 Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, Ohio

STAMPING INKS AND PADS

Rivet-O Mfg. Co., Orange, Mass.
 Tyson Orchard Service, Flora Dale, Pa.

STAMPS, RUBBER

Producer's Exchange, Inc., 20 S. Huron, Toledo 4,
 Ohio
 Rivet-O Mfg. Co., Orange, Mass.
 Salt Lake Stamp Co., 43 W. 3rd St., Salt Lake City,
 Utah
 Tyson Orchard Service, Flora Dale, Pa.

TRAY PACKS

Fort Wayne Corrugated Paper Co., Fort Wayne 1,
 Ind.
 Friday Pack Containers Div., Pacific Pulp Molding
 Co., 2035 S. W. 58th St., Portland, Oreg.
 Fruit & Produce Packaging Co., 700 W. Morris, Indianapolis 6, Ind.
 Keyes Fibre Sales Corp., 420 Lexington Ave., N. Y., N. Y.
 Traver Div., Container Corp. of America, 358 W. Ontario St., Chicago, Ill.

FRUIT PACKAGING HEADQUARTERS LET US HELP YOU

• INCREASE YOUR PROFITS WITH OUR SPECIALLY DESIGNED PAPER CONTAINERS

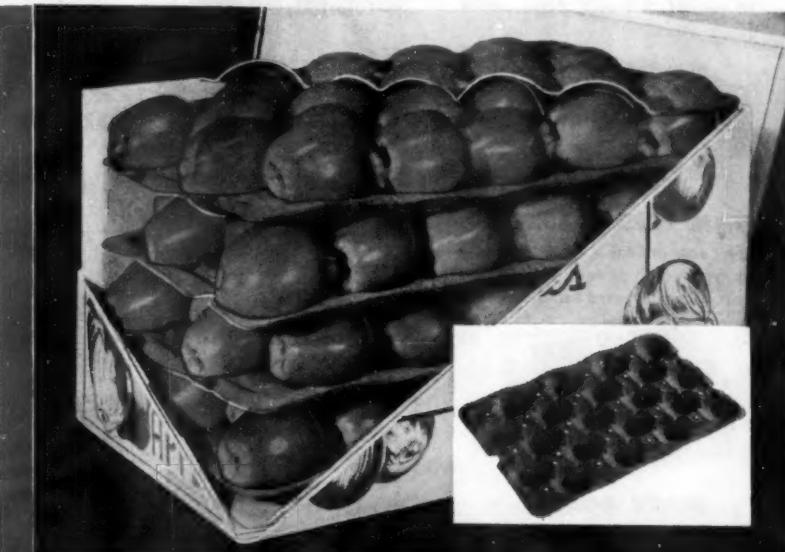
- Cider Bottles—for fresh or frozen cider.
 Film-wrapped in refrigerated. Costs only
 \$41.50 per M with Hood Seal.
- Kraft Paper Sacks—attractively illustrated
 and printed with your name and address.
 Save your bags—useable in neck, half
 bushel and bushel sizes.
- Stor-Pak Bags—printed with your name,
 address and a beautiful fruit design. Ideal
 for roadside markets and retail outlets.
 Half peck and peck sizes.
- Labels—for cider bottles, polyethylene bags,
 etc. Printed on one side only. Requires
 no water—just tear off back and stick.
- Tape—printed in one to three colors, up
 to three inches wide, using acetate-poly-
 acetate, or cellulose tape. For use on
 baskets, boxes, polyethylene bags and cider
 bottles.
- Film-printed polyethylene bags, cello-
 phane bags, rolls and sheets.



Polyethylene Apple Bags

CINCINNATI CORDAGE & PAPER CO.

East Wayne & Scott Sts., Lima, Ohio



For storage, shipment or display...
 protect your apples with KYS-PAK®

Each apple packed in KYS-PAK is cushioned in its own separate compartment, perfectly protected, completely ventilated. KYS-PAK is extra-strong molded pulp, oil treated to prevent scald.

KYS-PAK cuts packing costs, saves you time and money. And because your apples arrive in 100% salable condition ready

for attractive store display, they command premium prices.

KYS-PAK is suitable for all varieties of apples and is supplied in sizes from 48 to 216 count pack. When properly graded, all these sizes will weigh 42 lbs. net per box. KYS-PAK can be used in corrugated, wood or wire-bound containers.

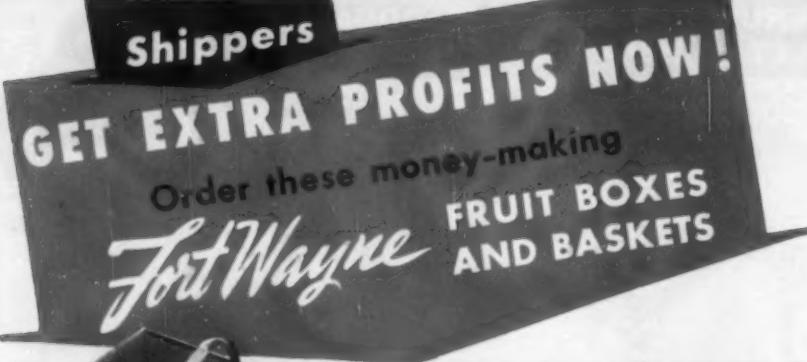
FILL IN THIS COUPON

Keyes Fibre Sales Corporation, Dept. AF
 420 Lexington Avenue, New York 17, N. Y.
 Please send further information on KYS-PAK for apples.

NAME _____

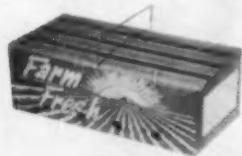
NAME OF FIRM _____

ADDRESS _____



TOMATO BASKETS

10 pound, 8 quart; 5 pound, 4 quart. Wood or wire handle.



FARM FRESH BASKETS

Sturdy, economical carrier for any home grown fruit or vegetable. 4 and 8 quart, wood or wire handle.



BERRY BOXES

8 quart (12 quart size also available). No top pressure on berries. Retail eye appeal.



DISPLAY PACK

Face-and-Fill or Jumble Pack
Get big volume, high profit sales for apples and peaches. 2-piece construction, folds completely by hand, double bottom, ends and sides. Sizes, $\frac{1}{2}$ and 1 bushel.

WRITE, WIRE OR PHONE
YOUR ORDER TODAY!

APPLE BOXES



$\frac{1}{2}$ bushel face-and-fill. Assembles without equipment, offers superior protection, displays for impulse buying.



3-tier kys tray packed—for safe shipments of tree ripened peaches to markets. One-piece, folds quickly, has double sides and ends.



BUSHEL JUMBLE PACK

Rugged construction protects your fruit, colorful design stimulates sales. Lock on cover, folds by hand, has double bottom, ends and sides.



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CORRUGATED PAPER COMPANY

130 EAST DOUGLAS AVENUE FORT WAYNE 1, INDIANA

PHONE ANTHONY 4303

WRAPPERS

OILED
Berryville Basket Co., Inc., Berryville, Va.
Central States Paper & Bag Co., Inc., 5221 Natural Bridge Ave., St. Louis 15, Mo.
Fort Wayne Corrugated Paper Co., Fort Wayne 1, Ind.
Fruit & Produce Packing, Inc., 700 W. Morris, Indianapolis, Ind.
Producer's Exchange, Inc., 20 S. Huron St., Toledo 4, Ohio
Fred C. Strype, 20 Vesey St., N. Y., N. Y.
Tyson Orchard Service, Flora Dale, Pa.

PLAIN

Fort Wayne Corrugated Paper Co., Fort Wayne 1, Ind.
Fruit & Produce Packing, Inc., 700 W. Morris, Indianapolis, Ind.
Producer's Exchange, Inc., 20 S. Huron St., Toledo 4, Ohio
Rice, Trew & Rice Co., Biglerville, Pa.

TRANSPARENT

Brooks Paper Co., 400 Security Bldg., St. Louis, Mo.
Continental Can Co., Shellmar-Betner Div., 100 E. 42nd St., N. Y. 17, N. Y.
Dobekman Co., 3301 Monroe Ave., Cleveland, Ohio E. J. du Pont de Nemours & Co., Inc., Film Dept., Wilmington 98, Del.
Firestone Tire & Rubber Co., 1200 Firestone Parkway, Akron, Ohio
B. F. Goodrich Co., 500 S. Main St., Akron, Ohio
Goodyear Tire & Rubber Co., 1144 E. Market St., Akron, Ohio
Mehl Mfg. Co., 2057 Reading Rd., Cincinnati, Ohio
Milprint Inc., 4200 N. Holton St., Milwaukee, Wis.
Nashua Corp., Nashua, N. H.
Oneida Paper Products Co., Clifton, N. J.
Producer's Exchange, Inc., 20 S. Huron St., Toledo 4, Ohio
Rice, Trew & Rice Co., Biglerville, Pa.
Fred C. Strype, 20 Vesey St., N. Y., N. Y.
Sylvania Div., American Viscose Corp., 350 Fifth Ave., N. Y. 1, N. Y.
Traver Div., Container Corp. of America, 350 W. Ontario St., Chicago, Ill.
The Visking Corp., Plastics Div., Terre Haute, Ind.

Maintenance Equipment

DRILL PRESSES, LATHES, MILLING MACHINES, SHAPERS

Boice-Crane Co., 941 W. Central Ave., Toledo 6, Ohio
Delta Power Tool Div., Rockwell Mfg. Co., 400 N. Lexington Ave., Pittsburgh 8, Pa.
Shelden Machine Co., Inc., 4231 N. Knox Ave., Chicago 41, Ill.

ELECTRIC PLANTS

Caterpillar Tractor Co., Peoria, Ill.
Fairbanks, Morse & Co., 600 S. Michigan Ave., Chicago 5, Ill.
General Electric Co., 1 River Road, Schenectady, N. Y.
Homelite Corp., Port Chester, N. Y.
Kewanee Private Utilities, Kewanee, Ill.
Kohler Co., Kohler, Wis.
Lejay Mfg. Co., 2908 Emerson Ave., S., Minneapolis 8, Minn.
D. W. Onan & Sons, Inc., University Ave. S. E., at 25th, Minneapolis 14, Minn.
United Motors Service, Div. of General Motors Corp., General Motors Bldg., Detroit 2, Mich.
Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Pa.

LUBRICATING EQUIPMENT

Alemite Div., Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago 14, Ill.
Aro Equipment Corp., Bryan, Ohio
DeVilbiss Co., 300 Phillips Ave., Toledo 1, Ohio
Lincoln Engineering Co., 4010 Goodfellow Blvd., St. Louis, Mo.

WELDERS

Allis-Chalmers Mfg. Co., 1126 So. 70th St., Milwaukee 1, Wis.
Forney Mfg. Co., Fort Collins, Colo.
General Electric Co., 1 River Road, Schenectady, N. Y.
Hobart Bros. Co., Troy, Ohio
Lejay Mfg. Co., 2908 Emerson Ave., S., Minneapolis 8, Minn.
Lincoln Electric Co., 22801 St. Clair St., Cleveland 17, Ohio
Linde Air Products Co., Unit of Union Carbide & Carbon Corp., 30 E. 42nd St., N. Y. 17, N. Y.
Magic Electro Welder Mfg. Co., 239 Canal St., N. Y., N. Y.
Marquette Mfg. Co., Inc., 307 E. Hennepin Ave., Minneapolis 14, Minn.
Miller Electric Mfg. Co., Appleton, Wis.
Trindl Products, Ltd., 15 E. 23rd St., Chicago 16, Ill.
U. S. Electric Welder Corp., Toledo 7, Ohio
Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Pa.

AMERICAN FRUIT GROWER

FENCING and Trellises

AUGERS

HAND

A. M. Leonard & Son, Piqua, Ohio

POWER (Tree Hole)

Continental Belton Co., Belton, Tex.
Danuser Machine Co., Fulton, Mo.
Farm Equipment Div., Standard Steel Works, N.
Kansas City, Mo.
Ferguson Div., Racine, Wis.
Ottawa Mfg. Co., Ottawa, Kans.
J. R. Prewitt & Sons, Inc., Pleasant Hill, Mo.
Roper Mfg. Co., Zanesville, Ohio
Sterling Foundry Co., Sterling, Ill.
Winpower Mfg. Co., Newton, Iowa

DIGGERS

Continental Belton Co., Belton, Tex.
Danuser Machine Co., Fulton, Mo.
Farm Equipment Div., Standard Steel Works, N.
Kansas City, Mo.
Ferguson Div., Racine, Wis.
Ottawa Mfg. Co., Ottawa, Kans.
True Temper Corp., 1623 Euclid, Cleveland 15, Ohio

POST DRIVER

Danuser Machine Co., Fulton, Mo.

POSTS

American Steel & Wire Div., Rockefeller Bldg.,
Cleveland 13, Ohio
Calumet Steel Div., Borg-Warner Corp., 310 S.
Michigan Ave., Chicago 4, Ill.
Kitselman Bros., Muncie, Ind.
Republic Steel Corp., Republic Bldg., Cleveland 1,
Ohio
Wood Products Co., Toledo 12, Ohio

WIRE

American Steel & Wire Div., Rockefeller Bldg.,
Cleveland 13, Ohio
Bethlehem Steel Co., Bethlehem, Pa.
Calumet Steel Div., Borg-Warner Corp., 310 S.
Michigan Ave., Chicago 4, Ill.
Continental Steel Corp., Kokomo, Ind.
Interlocking Fence Co., Morton, Ill.
Jones & Laughlin Steel Corp., Pittsburgh 30, Pa.
Kitselman Bros., Muncie, Ind.
Pittsburgh Steel Co., 3 Gateway Center, Pittsburgh
30, Pa.
Wickwire Spencer Steel Div., Colorado Fuel & Iron
Corp., 575 Madison Ave., N. Y., N. Y.

Motorists will be attracted to your road-side market—provided it is good-looking and well located. Working drawings for an attractive, easy-to-build stand are available for \$1.50 from AMERICAN FRUIT GROWER, Willoughby, Ohio.

FROST

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FROST ALARM INDICATORS

Minneapolis-Honeywell Regulator Co., 2747 Fourth
Ave. S., Minneapolis, Minn.
Precision Thermometer & Instrument Co., 1433
Brandywine St., Philadelphia 30, Pa.
Taylor Instrument Co., Ames St., Rochester 1, N. Y.

ORCHARD HEATERS

California Heater Co., Pomona, Calif.
Evans Products Co., Plymouth, Mich.
National-Riverside Co., Riverside, Calif.
Robinson Blower & Engineering Corp., San Martin,
Calif.
Scheu Products Co., Upland, Calif.

THERMOMETERS See Storage

WIND MACHINES

Friend Mfg. Co., Gasport, N. Y.
Frostmaster Wind Machine Co., Laverne, Calif.
National Frost Protection Co., Inc., Glendale,
Calif.



Snaps On Firmly

Fast, simple and easy to use. KWIK LOKS simply snap in place. No strings to tie, no stapling, no special equipment and no damage to the bag.

Snaps Off Too!

KWIK LOKS are ideal for pre-packaged produce. Just snap the KWIK LOK off when defective contents need replacing, then snap back in place for a firm, positive closure.

Smart Appearance

The KWIK LOK makes an attractive addition to your pre-packaged produce. Identifies your brand and provides price marking space right on top of your package where it's most effective.

*Write for FREE samples
and FULL DETAILS . . Today!*

KWIK LOK CORPORATION

P. O. BOX 2098
YAKIMA, WASHINGTON



STORAGES

BLOWERS, FANS, DIFFUSORS

American Blower Corp., 8111 Fireman, Detroit, Mich.
Boggs Mfg. Corp., Atlanta, N. Y., Detroit Lakes, Minn.
Buffalo Forge Co., 490 Broadway, Buffalo, N. Y.
Carrier Corp., 300 S. Geddes St., Syracuse, N. Y.
Clarage Fan Co., Kalamazoo 16, Mich.
De Vilbiss Co., 300 Phillips Ave., Toledo 1, Ohio
Frick Company, Waynesboro, Pa.
General Electric Co., Bloomfield, N. J.
Howe Ice Machine Co., 2825 Montrose Ave., Chicago 18, Ill.
H. D. Hudson Mfg. Co., 589 E. Illinois St., Chicago 11, Ill.
Ilg Electric Ventilating Co., 2850 N. Pulaski Road, Chicago, Ill.
Master Fan Corp., 1323 Channing St., Los Angeles, Calif.
Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit 32, Mich.
Niagara Blower Co., 405 Lexington, N. Y. 17, N. Y.
Northern Blower Co., 4500 Barberton, Cleveland 2, Ohio
Western Blower Co., 1800 Airport Way, Seattle, Wash.
Westinghouse Elec. Corp., 306 Fourth Ave., Pittsburgh 30, Pa.
Worthington Corp., Harrison, N. J.

BUILDING PAPERS

American Sisalkraft Corp., Attleboro, Mass.
Barrett Div., Allied Chemical & Dye Corp., 40 Rector St., N. Y., N. Y.
Bird & Son, Inc., E. Walpole, Mass.
Philip Carey Mfg. Co., Cincinnati 15, Ohio
Celotex Corp., 120 So. LaSalle, Chicago, Ill.
Certain-Teed Products Corp., Ardmore, Pa.
The Ruberoid Co., 500 Fifth Ave., N. Y. 36, N. Y.
United States Gypsum Co., 300 West Adams St., Chicago 6, Ill.

CONTROLLED ATMOSPHERE STORAGE

AIR PURIFIERS

American Solvent Recovery Corp., Columbus, Ohio
Carbide & Carbon Chem. Div., Union Carbide & Carbon Corp., 30 E. 42nd St., N. Y., N. Y.
Howard S. Caldwell Co., 721 E. Main St., Lancaster, Ohio
W. B. Connor Eng. Corp., Danbury, Conn.
E. G. Holmes & Son, Ithaca, N. Y.

GAS ANALYSIS APPARATUS

W. B. Connor Eng. Corp., Danbury, Conn.

CONVEYORS

GRAVITY—ROLLER AND WHEEL, POWER CONVEYORS—

See PACKING HOUSE EQUIPMENT

DOORS

Harris Ice Machine Works, 61 S. E. Yamhill, Portland, Ore.
Jamison Cold Storage Door Co., Hagerstown, Md.
Nat'l Refrigerator Co., 827 Kolin, St. Louis, Mo.
Truscon Steel Div., Republic Steel Corp., Youngstown, Ohio
York Corp., York, Pa.

HUMIDIFIERS

American Blower Co., 8111 Fireman, Detroit, Mich.
Buffalo Forge Co., 490 Broadway, Buffalo, N. Y.
Carrier Corp., 300 S. Geddes, Syracuse 1, N. Y.
Frick Company, Waynesboro, Pa.
General Electric Co., Bloomfield, N. J.
Ilg Electric Vent. Co., 2850 N. Pulaski, Chicago 41, Ill.
Westinghouse Electric Corp., 306 Fourth Ave., Pittsburgh 30, Pa.
Worthington Corp., Harrison, N. J.

INSULATION

Alumiseal Corp., 429 E. 53 St., N. Y. 22, N. Y.
American Sisalkraft Co., Attleboro, Mass.
Barrett Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y., N. Y.
Bird & Son, E. Walpole, Mass.
The Philip Carey Mfg. Co., Lockland, Cincinnati 15, Ohio
The Celotex Corp., 120 S. LaSalle, Chicago 3, Ill.
Certain-Teed Products Corp., Ardmore, Pa.
Chamberlin Co. of America, 1254 LaBrosse, Detroit 32, Mich.
C. T. Hogan & Co., Inc., 385 Madison Ave., N. Y. 17, N. Y.
Homasote Co., Trenton, N. J.
Insulite Div. of Minn. & Ontario Paper Co., Baker Arcade Bldg., Minneapolis 2, Minn.
Johns-Manville Corp., 22 E. 40th St., N. Y. 16, N. Y.

Kalamazoo Tank & Silo Co., Kalamazoo, Mich.

Kimberly-Clark Corp., Neenah, Wis.
Masonite Corp., 111 W. Washington, Chicago 2, Ill.
Monsanto Chem. Co., 1700 S. 2nd, St. Louis 4, Mo.
Mundet Cork Co., North Bergen, N. J.
National Cork Company, Englewood, N. J.
Owens Corning Fiberglass Corp., Toledo 1, Ohio
Pacific Lumber Co., By-Products Div., 100 Bush St., San Francisco 4, Calif.
Reflectal Corporation, 155 E. 44th St., N. Y. 17, N. Y.

Reynolds Metals Co., 200 S. 9th, Louisville 1, Ky.
Ruberoid Co., 500 Fifth Ave., N. Y. 36, N. Y.
Servicised Products Corp., 6053 W. 65th St., Chicago 38, Ill.
United Cork Companies, W. Kearny, N. J.
United States Gypsum Co., 300 W. Adams St., Chicago 6, Ill.
Whittaker, Clark & Daniels, Inc., 260 W. Broadway, N. Y. 13, N. Y.
Wood Conversion Co., 1st National Bank Bldg., St. Paul, Minn.
Zonolite Co., 135 S. LaSalle St., Chicago 3, Ill.

REFRIGERATION AND STORAGE

City Products Corp., 33 S. Clark St., Chicago 3, Ill.
Coolerator Co., Duluth, Minn.
Nat'l. Ass'n. of Ice Industries, Washington 6, D. C.
Sherer-Gillette Co., Marshall, Mich.

REFRIGERATION MACHINERY

Baker Refrigerator Corp., South Windham, Maine
Brunner Mfg. Co., Utica, N. Y.
Carrier Corp., 300 S. Geddes, Syracuse, N. Y.
Curtis Mfg. Co., 1905 Kienlen St., St. Louis 20, Mo.
Diceler Div. General Machine & Mfg. Co., Berwick, Pa.
Frick Company, Waynesboro, Pa.
Frigidaire Div., G. M. Corp., Dayton 1, Ohio
General Electric Co., 1285 Boston Ave., Bridgeport, Conn.
Harris Ice Machine Works, 61 S. E. Yamhill St., Portland, Ore.
Howe Ice Machine Co., 2825 W. Montrose Ave., Chicago, Ill.
International Harvester Co., 180 N. Michigan Ave., Chicago 1, Ill.
Kelvinator Div., Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit, Mich.
Niagara Blower Co., 405 Lexington, N. Y., N. Y.
Norge Div. Borg-Warner Corp., Merchandise Mart, Chicago, Ill.
Servel, Inc., Evansville, Ind.
Victor Products Corp., Hagerstown, Md.
Westinghouse Electric & Mfg. Co., E. Springfield, Mass.
Worthington Corp., Harrison, N. J.
Yates-American Machine Co., General Refrigeration Div., Beloit, Wis.
York Corp., York, Pa.

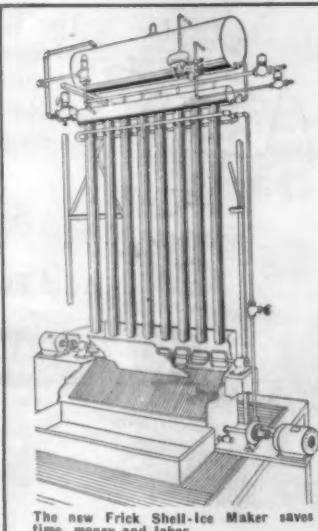
The Complete Corkboard INSULATION SERVICE

From engineering design to complete erection, United Cork Companies offers complete service on B.B. (Block-Baked) Corkboard through its chain of branch offices from coast to coast.

Each installation of United Cork Companies' B.B. Corkboard is specifically planned for the requirements of the individual fruit storage area. And each installation is followed up by United Cork Companies' engineers to assure full satisfaction to the fruit grower.

You are invited to discuss your low-temperature insulation requirements with us.

UNITED CORK COMPANIES
6 Central Avenue
KEARNY, NEW JERSEY
BRANCH OFFICES IN PRINCIPAL CITIES



You Harvest Bigger Profits With a Frick Shell-Ice Maker

Shell-Ice is ideal for shipping fruits and vegetables, icing poultry, bottled milk, and for use in hotels, restaurants, industrial plants, etc. Shell-Ice is frozen on vertical tubes by direct-expansion ammonia or Freon, in thicknesses of $\frac{1}{8}$ " to $\frac{1}{2}$ ", and is broken by spinners to size desired. No snow, scrapings or waste; no scale, no cleaning. Shell-Ice is dry and hard, and with suitable water is clear. This ice maker is fast, efficient, and automatic. All-steel construction: no delicate parts. Requires very small floor space. Sizes $\frac{1}{2}$ to 30 tons capacity. Dozens already in service. Write for Bulletin 54.



AMERICAN FRUIT GROWER

ROOFING AND SIDING

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Aluminum Co. of America, 425 Sixth Ave., Pittsburgh 19, Pa.
Blaw-Knox Co., Farmers Bank Bldg., Pittsburgh 30, Pa.

Reynolds Metals Co., 200 S. 9th, Louisville 1, Ky.

COMPOSITION

Barrett Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.

Bird & Son, E. Walpole, Mass.
The Philip Carey Mfg. Co., Lockland, Cincinnati 15, Ohio

Celotex Corp., 120 S. LaSalle, Chicago 3, Ill.

Certain-teed Products Corp., Ardmore, Pa.
Flintkote Co., Inc., 30 Rockefeller Plaza, N. Y. 20, N. Y.

A. C. Horn Co., Inc., Long Island City, N. Y.
Johns-Manville Corp., 22 E. 40th St., N. Y. 16, N. Y.
Masonite Corp., 111 W. Washington St., Chicago 3, Ill.

Paraffine Companies, Inc., 4th & Brannan, San Francisco, Calif.

Red Cedar Shingle Bureau, 5510 White Bldg., Seattle, Wash.

Rubberoid Co., 500 Fifth Ave., N. Y. 36, N. Y.
Truscon Steel Div., Republic Steel Corp., Youngstown, Ohio

STEEL

Bethlehem Steel Corp., Bethlehem, Pa.
Blaw-Knox Co., Farmers Bank Bldg., Pittsburgh 30, Pa.

Carnegie-Illinois Steel Corp., Carnegie Bldg., Pittsburgh 30, Pa.

Jones & Laughlin Steel Corp., 3 Gateway Center, Pittsburgh 30, Pa.

Pittsburgh Steel Co., Pittsburgh 30, Pa.
Republic Steel Corp., Republic Bldg., Cleveland 1, Ohio

Stran-Steel Div. of Great Lakes Steel Corp., Detroit 29, Mich.

Truscon Steel Div., Republic Steel Corp., Youngstown, Ohio

United States Gypsum Co., 300 West Adams St., Chicago 6, Ill.

Wheeling Steel Corp., Wheeling, W. Va.

THERMOMETERS

Bristol Co., Waterbury 20, Conn.

Fleischhauer, Fr., & Son, Hollis, N. Y.
Harshaw Scientific Div., Harshaw Chemical Co., 1945 E. 97th St., Cleveland 6, Ohio

Precision Thermometer & Instrument Co., 1433 Brandywine, Philadelphia 30, Pa.

Taylor Instrument Co., Ames & West Ave., Rochester 1, N. Y.

THERMOSTATS

Bristol Co., Waterbury 20, Conn.

Carrier Corp., 300 S. Geddes, Syracuse, N. Y.
Frick Company, Waynesboro, Pa.

General Electric Co., 1 River Road, Schenectady, N. Y.

Powers Regulator Co., Skokie, Ill.

Precision Thermometer & Instrument Co., 1433 Brandywine, Philadelphia 30, Pa.

Taylor Instrument Co., Ames & West Ave., Rochester 1, N. Y.

VENTILATORS

The Philip Carey Mfg. Co., Lockland, Cincinnati 15, Ohio

H. D. Hudson Mfg. Co., 589 E. Illinois St., Chicago 11, Ill.

Illig Electric Ventilating Co., 2873 N. Pulaski, Chicago 41, Ill.

James Mfg. Co., Ft. Atkinson, Wis.

Louden Machinery Co., Fairfield, Iowa

WATERPROOFING COMPOUNDS

Barrett Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.

Bird & Son, Inc., E. Walpole, Mass.
The Philip Carey Mfg. Co., Lockland, Cincinnati 15, Ohio

Celotex Corp., 120 S. LaSalle, Chicago, Ill.

Certain-teed Products Corp., Ardmore, Pa.

Flintkote Co., 30 Rockefeller Plaza, N. Y. 20, N. Y.
Johns-Manville Corp., 22 E. 40th St., New York 16, N. Y.

Pittsburgh Plate Glass Co., Columbia-Southern Chemical Corp., 420 Fort Duquesne Blvd., Pittsburgh 13, Pa.

The Rubberoid Co., 500 Fifth Ave., N. Y. 36, N. Y.
United States Gypsum Co., 300 West Adams St., Chicago 6, Ill.

WOOD PRESERVING

American Fluorite Co., Inc., 4011 Redbank, Cincinnati, Ohio
American Lumber & Treating Co., 332 S. Michigan Ave., Chicago 4, Ill.

Barrett Div., Allied Chem. & Dye Corp., 40 Rector St., N. Y. 6, N. Y.

Cellu-San Div., Darworth, Inc., Simsbury, Conn.

Dow Chemical Co., Midland, Mich.

Koppers Co., Inc., Koppers Bldg., Pittsburgh 19, Pa.

Planetary Chemical Co., Creve Coeur, Mo.

The Rubberoid Co., 500 Fifth Ave., N. Y. 36, N. Y.

Thompson Chemicals Corp., 3028 Locust St., St. Louis 3, Mo., 3400 Monon St., Los Angeles 27, Calif.

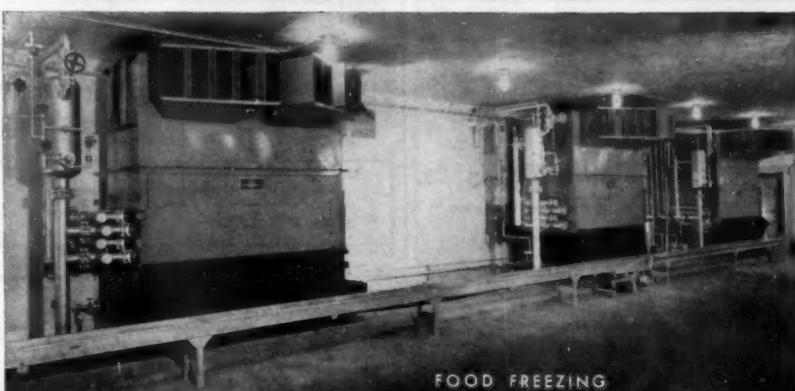
Woolfolk Chemical Works, Ltd., Ft. Valley, Ga.

NIAGARA "No-Frost"

PRECOOLING
or FREEZING
or STORAGE



2 Niagara Spray Coolers pre-cool 3500 boxes of pears per 24 hours—total storage capacity 40,000 boxes.



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From where I sit ... by Joe Marsh

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I stopped to ask Whitey what went on. He took me down to his pond and pointed out a 200-watt bulb—rigged up on a pole about three feet above the surface. The light was attracting thousands of insects for the ducks to eat.

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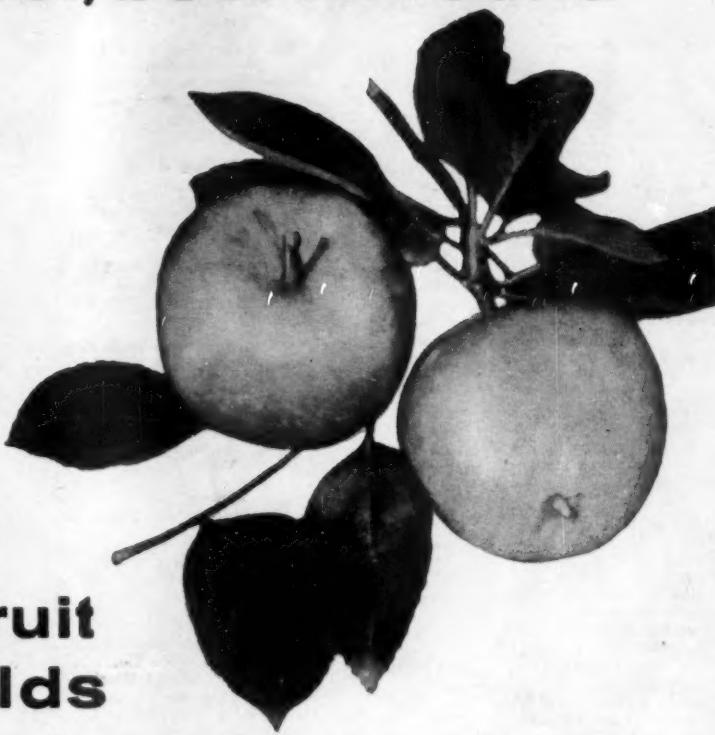
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GEIGY METHOXYCHLOR combines effectiveness and a high degree of safety as a fruit insecticide for the control of plum curculio, codling moth, apple maggot and certain leaf-chewing insects.

*"CHLOROBENZILATE" is the brand name for ocaricides and miticides sold by Geigy Agricultural Chemicals, Division of Geigy Chemical Corporation.

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